

SYLLABUS
Introduction to Quantitative Communication Research
Spring 2020
Comm. 3710-301
(Subject to Change)

Catalog Course Description

Introduces logical and analytic communication research tools. Focuses on the research process used in generating communication research, data analysis methods, and special topics in communication research.

Instructor

Paul S. Rose, Ph.D.

Email: paul.rose@utah.edu

Office: UAC U726, +82.32.626.6207

Student meetings immediately following class or by appointment.

Prerequisites

Successful completion of a Quantitative Reasoning (QA) math course such as Math 1030 or Math 1050 is required before taking this course.

Course Credit

This is a 4 credit-hour course. It fills a Quantitative Intensive (QI) general education requirement.

Course Materials

The required textbook for this course is The Practice of Social Research (14th edition) by Earl Babbie.

Assignments and grades will be posted on Canvas.

Meeting Days/Times

Meeting Days: Mondays & Wednesdays.

Meeting Time: 10:00-11:50

Location: U502 & U505

Course Pedagogies/Outcomes

Participants in this course will learn theory, methods, and application of quantitative communication research, especially: research design, data collection, statistical application, and result analysis. A major portion of the course will be dedicated to computer laboratory experience.

Grading

Progress will be evaluated by performance on assignments, exams, and computer laboratory participation.

Textbook Questions (10% of the total grade)

For each chapter, students will submit one question with correct and incorrect responses. These will be discussed at the beginning of class. Those that may be included on exams will be identified.

Laboratories (20%)

Many class meetings will have associated computer laboratory experiences. Engagement in labs will be evaluated by each student's ability to avoid distractions (like smartphones, social media, & other students) and to help others when needed. Students should also be an active part of groups, and extend interest after completing programmed tasks.

Exams (60%)

There will be 3 exams. Textbook questions (above) and lecture material will be included on exams. There will be a one-hour review the class period before the exam.

Group Project (10%)

Each group will perform a quantitative study that includes original research. The study will be presented to classmates on the last day of class.

Calendar

Spring 2020 Calendar (subject to change)		
DATE		CALENDAR
24-Feb	M	Introduction
26-Feb	W	1. Human Inquiry and Science
2-Mar	M	2. Paradigms, Theory, and Social Research
4-Mar	W	3. The Ethics and Politics of Social Research
9-Mar	M	4. Research Design
11-Mar	W	5. Conceptualization, Operationalization, and Measurement
16-Mar	M	Exam 1 Review
18-Mar	W	Exam 1
23-Mar	M	6. Indexes, Scales, and Typologies
25-Mar	W	7. The Logic of Sampling
30-Mar	M	8. Experiments
1-Apr	W	No Class (Spring Recess)
6-Apr	M	9. Survey Research
8-Apr	W	10. Qualitative Field Research
13-Apr	M	11. Unobtrusive Research
15-Apr	W	Exam 2 Review
20-Apr	M	Exam 2
22-Apr	W	12. Evaluation Research
27-Apr	M	13. Qualitative Data Analysis
29-Apr	W	14. Quantitative Data Analysis
4-May	M	No Class (Reading Day)
6-May	W	15. The Logic of Multivariate Analysis
11-May	M	16. Statistical Analyses
13-May	W	17. Reading and Writing Social Research
18-May	M	Exam 3 Review
20-May	W	Exam 3
25-May	M	Group Project
27-May	W	Group Project

1-Jun	M	Group Project
3-Jun	W	Group Project Presentations

ADA Statement

The Americans with Disabilities Act

The University of Utah seeks to provide equal access to its programs, services, and activities for people with disabilities. If you will need accommodations in this class, reasonable prior notice needs to be given to the Center for Disability Services, 162 Olpin Union Building, 801-581-5020. CDS will work with you and the instructor to make arrangements for accommodations. All written information in this course can be made available in an alternative format with prior notification to the Center for Disability Services.

Wellness Statement:

Personal concerns such as stress, anxiety, relationship difficulties, depression, cross-cultural differences, etc., can interfere with a student's ability to succeed and thrive at the University of Utah. For helpful resources contact the Mental Health Counseling Center at the Multi-Complex Building #3052, (023) 626-6142, jan.lee@utah.edu or the Center for Student Wellness at www.wellness.utah.edu, 801-581-7776.

Other University Policies

- Sexual Misconduct: <https://oeo.utah.edu/services/sexual-misconduct.php>
- Student Names & Personal Pronouns: <http://diversity.utah.edu/initiatives/initiatives/chosen-names-and-personal-pronouns/>
- Academic code of conduct: <http://regulations.utah.edu/academics/6-400.php>
- Faculty Responsibilities: <http://regulations.utah.edu/academics/6-316.php>
- Accommodation Policy: <http://regulations.utah.edu/academics/6-100.php>