

Mass Comm Research Methods

COMM-4484

Summer 2020 Section E01 3 Credits 06/01/2020 to 07/23/2020 Modified 05/07/2020

Description

A survey of qualitative and quantitative research methods, data analysis and reporting procedures, including opportunities to conduct, analyze, evaluate, interpret, and communicate research.

Requisites

Prerequisites:

COMM 1154 Minimum Grade: C and ENGL 1102 Minimum Grade: C

Corequisites:

Contact Information

Please utilize the westga.edu email for contacting me. I allow texting as well, so long as students are mindful about what and when they are sending. My Google Voice text is: 706-940-2281.

Professor: Kelly Williams

Email: kwilliam@westga.edu

Office: HUM 144

Office Hours

by appointment

Meeting Times

This course is fully online with no officially designated meeting time. The course is asynchronous with deadlines.

Materials

You will need the following items in order to be successful in the course.

Communication Research Methods

Author: Merrigan

Publisher: Oxford

Edition: 4

ISBN: 0190652748

Availability: Campus Bookstore, etc

Internet

This course is fully online and thus you will need to ensure that you have equipment and connection to the internet to be successful in the course.

Outcomes

Learning Outcomes:

- To identify and explain the role of research in mass media, public relations, advertising, and social media decision-making (Awareness/Understanding)
- To explain the research process and define the elements of research, particularly concepts, constructs, variables, measurements, reliability and validity (Awareness/Understanding)
- To define major mass media research methods and explain similarities, differences, advantages, and disadvantages (Awareness/Understanding)
- To compare and contrast similarities and differences between industry and academic research (Understanding)
- To conduct, analyze, evaluate, interpret, and communicate research (Application)

Mass Communications Program Learning Outcomes

ACEJMC Professional Values and Competencies = 6 x 6 MASS COMM SUCCESS: As a unit seeking accreditation from the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), the Department of Mass Communications is committed to preparing students with the requisite knowledge and skills to be successful in the media and communications industries after graduation. The Department has adopted as its degree program learning outcomes ACEJMC's 12 professional values and competencies that all graduates of an ACEJMC accredited program should be aware of and able to demonstrate as scholars and professionals in the discipline. These include the six (6) values and six (6) competencies listed below. For the detailed list of the ACEJMC professional values and competencies, see the [UWG Undergraduate Catalog](#) or [ACEJMC - Standard 2. Curriculum and Instruction](#).

Values:

1. Freedom of Speech & Press
2. History
3. Diversity
4. Global Impact
5. Theory
6. Ethics

Competencies:

1. Think Critically & Creatively
2. Research & Evaluate
3. Write Effectively
4. Self-Evaluate
5. Apply Numbers & Statistics
6. Apply Technology

Evaluation

Criteria

Type	Weight	Topic	Notes
Exams	25		There will be 2-3 exams throughout the semester. These will be mostly comprised of multiple choice.
Projects	25		This is a research course and as such we will spend the majority of our time discussing and even conducting our own research. Detailed assignment guidelines will be forthcoming to outline various quantitative and qualitative projects. Projects will be conducted with a group that works together all semester long.

Type	Weight	Topic	Notes
Participation/Assignments	25		Participation is critical to successfully engaging in course material. We will have a variety of assignments to help us learn course material, as well as prepare for our research projects and final project.
Final Project	25		Assignments will help prepare you for the research projects, and the research projects will help build towards a final audience/market analysis project. Detailed guidelines will be made available.

Breakdown

Grade	Range	Notes
A	90-100	
B	80-89	
C	70-79	
D	60-69	
F	0-59	

Schedule

Tentative Course Schedule.

* Course Policies and Resources

Academic Dishonesty

While the Common Language Course Syllabi details the UWG Honor Code, I want to make it clear that plagiarism and academic dishonesty are absolutely not tolerated in this classroom. It is so much easier, and better for you, to do your own work. Don't jeopardize your academic, or professional, career with dishonest behaviors. You are important; you have important things to say, so say them yourself using your voice.

Classroom Etiquette

Exercising personal freedom is an appealing part of college life. In order to create an atmosphere where individual expression and social interchange are both respected, please observe the following: (1) address each other with respect; (2) contribute to discussions, don't dominate them; (3) stay focused on the topic being discussed.

Extra Credit

This is fully at my discretion. I may offer opportunities for campus events, as well as other assignments. Students should remain focused on completing their coursework and not dependent on extra credit.

Late Work

I do not accept late work. If you anticipate missing a deadline, submit the assignment to me before it is due (uploaded/posted to Course Den). Any assignment turned in after its deadline will receive a zero unless approved documentation of extenuating circumstances (approved at the instructor's discretion) is provided.

The very nature of this course demands that we stick to a firm schedule. Readings and assignments must be completed on the day they are assigned on the course schedule. Be sure to read the book and take notes while reading; lectures are intended to complement (not duplicate) that information, so completing readings before class is very important.

Institutional Policies

Academic Support

Accessibility Services: Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please contact [Accessibility Services \(https://www.westga.edu/student-services/counseling/accessibility-services.php\)](https://www.westga.edu/student-services/counseling/accessibility-services.php).

Center for Academic Success: The [Center for Academic Success \(http://www.westga.edu/cas/\)](http://www.westga.edu/cas/) provides services, programs, and opportunities to help all undergraduate students succeed academically. For more information, contact them: 678-839-6280 or cas@westga.edu.

University Writing Center: The [University Writing Center \(https://www.westga.edu/writing/\)](https://www.westga.edu/writing/) assists students with all areas of the writing process. For more information, contact them: 678-839-6513 or writing@westga.edu.

Online Courses

UWG takes students' privacy concerns seriously: technology-enhanced and partially and fully online courses use sites and entities beyond UWG and students have the right to know the privacy policies of these entities. For more information on privacy and accessibility for the most commonly used sites, as well as technology requirements visit the [UWG Online \(https://uwgonline.westga.edu/\)](https://uwgonline.westga.edu/) site.

Students enrolled in online courses can find answers to many of their questions in the [Online/Off-Campus Student Guide \(http://uwgonline.westga.edu/online-student-guide.php\)](http://uwgonline.westga.edu/online-student-guide.php).

If a student is experiencing distress and needs help, please see the resources available at the [UWG Cares \(http://www.westga.edu/UWGCares/\)](http://www.westga.edu/UWGCares/) site. [Online counseling \(https://www.westga.edu/student-services/counseling/index.php\)](https://www.westga.edu/student-services/counseling/index.php) is also available for online students.

Honor Code

At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.

The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student's conduct record at UWG.

Additionally, the student is responsible for safeguarding his/her computer account. The student's account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others or misrepresent or conceal their identities in electronic messages and actions. For more information on the University of West Georgia Honor Code, please see the [Student Handbook \(https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php\)](https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php).

UWG Email Policy

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student's responsibility to check his or her email.

Credit Hour Policy

The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other direct faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the course. Out-of-class work will include all forms of credit-bearing activity, including but not limited to assignments, readings, observations, and musical practice. Where available, the university grants academic credit for students who verify via competency-based testing, that they have accomplished the learning outcomes associated with a course that would normally meet the requirements outlined above (e.g. AP credit, CLEP, and departmental exams).

HB 280 (Campus Carry)

UWG follows University System of Georgia (USG) guidance: http://www.usg.edu/hb280/additional_information#
(http://www.usg.edu/hb280/additional_information)

You may also visit our website for help with USG Guidance: <https://www.westga.edu/police/campus-carry.php>
(<https://www.westga.edu/police/campus-carry.php>)

Mental Health Support

If you or another student find that you are experiencing a mental health issue, free confidential services are available on campus in the [Counseling Center](#). Students who have experienced sexual or domestic violence may receive confidential medical and advocacy services with the Patient Advocates in [Health Services](#). To report a concern anonymously, please go to [UWGcares](#).
