

**Communication 3163 (Fall, 2016)**  
**Communication Industry Research Methods**  
**The Ohio State University**

**Course Instructor**  
Joseph Bayer, Ph.D.  
bayer.66@osu.edu

**Office Hours**  
Tuesday, 10:00 am to 12:00 pm  
Derby Hall 3143

**Lecture Schedule**  
Tuesdays and Thursdays, 3:55 to 5:15 pm  
Journalism Building, Room 360

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**Lab Instructors**

Alex Hedstrom  
hedstrom.1@osu.edu  
Labs: Mon 4:20 and 6:25 pm  
Office Hours:  
Tuesday: 1:00-3:00 pm  
Thursday: 1:00-3:00 pm  
Journalism 211

Shan Xu  
xu.1724@osu.edu  
Labs: Mon 2:15 pm  
Office Hours:  
Monday: 4:00-5:00 pm  
Thursday: 11:10 am to 12:10 pm  
Derby Hall 3041

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**Course Description**

How do we know if a marketing strategy “works”? What’s the most effective way to determine what consumers like? Can subliminal advertising influence people’s buying behavior and how can we find out? This course attempts to answer these and many other questions by providing a broad overview of the methods used in the social sciences and the application of these methods in the media and communication industry (e.g., journalism, PR, advertising). Students will gain an understanding of how to conduct research and hands-on experience with the research process.

**Course Objectives**

(1) To become familiar with classic and emerging methods in the social sciences and the application of these methods in the communication industry (2) To encourage students to begin to formulate research questions (3) To help students create rigorous research designs in order to answer those questions.

## Required Materials

Remler, D. K. & Van Ryzin, G. G. (2013). *Research Methods in Practice* (2nd ed.). Thousand Oaks, CA: Sage Publishing.

## Course Format

The course is composed of lecture sessions and a lab section. *During lecture, I will discuss a large amount of information that go beyond the assigned readings (such information will also appear in the exams).* Thus, it is important that you attend each session and take good notes.

## Course Requirements

(1) *Exam 1 (30 pts.), Exam 2 (30 pts.) and Exam 3 (40 pts.).* Exams will assess your knowledge of all aspects of the course (i.e., course readings, lectures).

**READ CAREFULLY:** Make-up tests will only be given when the student provides an appropriate justification for missing the scheduled test date. Make-up exams will be arranged for university-excused or unavoidable circumstances only (e.g., deaths, personal/family illness and emergencies) with written verification. Appropriate justification depends on each case and will be decided by Dr. Bayer. The instructor also reserves the right to withhold the exam if a student arrives more than 15 minutes late on exam days (i.e., he/she will receive a zero on the exam). If the student arrives after the first person has completed/left the exam, the student will not be allowed to take that exam and will receive an automatic zero.

(2) *Research design proposal (50 pts.).* You will write a research design proposal (6 to 7 pages not including references) that employs at least one of the methods covered in the course. It should answer a question in communication industry and you are encouraged to be creative and come up with your own topic. I will provide more details and guidelines about the research design proposal at various points during the semester. ***The paper will be due during final exam week.*** You will lose a letter grade for everyday that it is late (one day late: B+ turns into a C+). Note that any time an assignment is submitted as "late" it counts as one day late. This means if an assignment is submitted ten minutes late or 23 hours and 59 minutes late, it still counts as one day. If the submission is late by more than two days, you will receive zero points.

(3) *Summary of research design proposal (10 pts.).* You will hand in a one-page summary of what you are planning to do for your research design proposal. You will lose a letter grade for everyday that it is late (one day late: B+ turns into a C+). If the submission is late by more than two days, you will receive zero points.

(4) *Research design presentation (10 pts.).* You will give a 10-minute presentation of your research design proposal in front of your lab section. Make-up presentations will be arranged for university-excused or unavoidable circumstances only (e.g., deaths, personal/family illness and emergencies) with written verification. If you miss your presentation due to an unexcused

absence, you will receive zero points.

(5) *Lab section attendance/participation (30 pts.)*. A participation grade will be assigned by your lab instructors at the end of the course based on your attendance and active participation in lab activities and discussions. Note that attendance will be taken each lab. Students will be allowed TWO absences for personal matters during the semester. For each unexcused absence after that, you will lose 5 points for every lab session you miss.

## Policies and Procedures

Students are expected to act responsibly and abide by the following policies:

**Laptops, cell-phones, and recording devices.** All cell phones must be silenced during class. Students must refrain from reading the newspaper, texting, listening to headphones, e-mailing, or using the Internet during class unless it is part of the lecture. Students may be asked to leave class for such behaviors.

Laptops and other electronic devices are allowed in class. ***However,*** they must only be used for taking down notes. If a student is using an electronic device for something other than class-related activities and it is distracting to me, I will kick the student out of class.

Any form of audio or video recording is ***not*** allowed in class. Students are also not permitted to take pictures of the projection screen. The instructor does ***not*** give permission for the lecture sessions to be recorded (in either an audio or video format).

**Slides on Carmen.** PowerPoint slides will be posted on Carmen. However, you need contextual information provided during lecture in order to understand the content on the slides. Students, therefore, need to take good notes during lectures.

**Academic misconduct.** Academic misconduct will not be tolerated on any occasion. It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term “academic misconduct” includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct [http: http://studentlife.osu.edu/csc/](http://studentlife.osu.edu/csc/)

Final papers and research proposals will be submitted to turnitin.com. Work that has been submitted to other courses will count as plagiarism even if you were the originator of that work.

**Commitment to Diversity.** The School of Communication at The Ohio State University embraces and maintains an environment that respects diverse traditions, heritages, experiences, and people. Our commitment to diversity moves beyond mere tolerance to recognizing,

understanding, and welcoming the contributions of diverse groups and the value group members possess as individuals. In our School, the faculty, students, and staff are dedicated to building a tradition of diversity with principles of equal opportunity, personal respect, and the intellectual interests of those who comprise diverse cultures.

**Disability Services.** Students with disabilities that have been certified by the Office for Disability Services will be appropriately accommodated and should inform the instructor as soon as possible of their needs. The Office for Disability Services is located in 150 Pomerene Hall, 1760 Neil Avenue; telephone 292-3307, TDD 292-0901; <http://www.ods.ohio-state.edu/>

**Graduating Seniors and Other Students.** Graduating seniors (and other students) who “need” this course to graduate should work especially hard to ensure that they will pass this course. To be fair to all students in the class, there will *not* be opportunities for students to re-take exams or re-complete assignments in order to raise their grades. *It is the student’s responsibility* to ensure that he or she receives a passing final grade by working diligently and responsibly throughout the semester. *Exceptions will not be made.*

**Grading Scheme.** At the end of the course, dividing your total number of points by 200 will yield your final course grade percentage. Letter grades will be assigned using the following grading scheme. **THERE WILL BE NO ROUNDING UP OF GRADES.**

93 - 100 (A)  
90 - 92.9 (A-)  
87 - 89.9 (B+)  
83 - 86.9 (B)  
80 - 82.9 (B-)  
77 - 79.9 (C+)  
73 - 76.9 (C)  
70 - 72.9 (C-)  
67 - 69.9 (D+)  
60 - 66.9 (D)  
Below 60 (E)

**Tentative nature of this syllabus.** This syllabus is an agreement between the instructor and the student. Events that transpire over the semester may require me to modify the syllabus. In the event I need to modify the syllabus, I will announce the modification in class. However, it is your responsibility to keep up with any such modifications and be aware of current policies, deadlines, etc.

By staying enrolled in this class, the student agrees to abide by the policies described in the syllabus.

## Tentative Lecture Schedule

Aug 23	Tuesday	Introduction	
Aug 25	Thursday	Importance of Research	Chapter 1
Aug 30	Tuesday	Theory and Hypotheses	Chapter 2
Sept 1	Thursday	Concepts and Measurement	Chapter 4
Sept 6	Tuesday	Causation	Chapter 11
Sept 8	Thursday	Lab experiments	Chapter 14
Sept 13	Tuesday	Field and Natural experiments	Bronzaft
Sept 15	Thursday	Observational Studies	Chapters 12 and 15
Sept 20	Tuesday	Sampling	Chapter 5
Sept 22	Thursday	Review Session 1	
Sept 27	Tuesday	Exam 1	
Sept 29	Thursday	Surveys part 1	Chapter 7
Oct 4	Tuesday	Surveys part 2	
Oct 6	Thursday	Response time measures	Gladwell
Oct 11	Tuesday	Psychophysiological measures	Oxley
Oct 13	Thursday	Autumn Break	
Oct 18	Tuesday	Content Analysis	Dixon
Oct 20	Thursday	Qualitative Methods	Chapter 3
Oct 25	Tuesday	Video	
Oct 27	Thursday	Research ethics	Mandal
Nov 1	Tuesday	Replication	OSF
Nov 3	Thursday	Review Session 2	
Nov 8	Tuesday	Exam 2	
Nov 11	Friday	No Class	

Nov 15	Tuesday	Applied Topic: Measuring Personality	
Nov 17	Thursday	Applied Topic: Subliminal Advertising	
Nov 22	Tuesday	Thanksgiving Break	
Nov 24	Thursday	Thanksgiving Break	
Nov 29	Tuesday	Misinformation	Chapter 16
Dec 1	Thursday	Review Session 3	
Dec 6	Tuesday	Exam 3	

### Tentative Lab Sections Schedule

Monday	Aug 29	Introduction
Monday	Sept 5	Labor Day
Monday	Sept 12	Lab Exercise
Monday	Sept 19	Lab Exercise
Monday	Sept 26	Lab Exercise
Monday	Oct 3	Lab Exercise
Monday	Oct 10	Lab Exercise
Monday	Oct 17	Proposal Due
Monday	Oct 24	Lab Exercise
Monday	Oct 31	Lab Exercise
Monday	Nov 7	Presentations
Monday	Nov 14	Presentations
Monday	Nov 21	Presentations