

# Communication 3163

## Industry Research Methods

*Wednesdays 8:15am-10:05am, Knowlton Hall 250*

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Office Hours: Mondays 1:30-2:30pm – Tuesdays 10:00-11:00am

### Course Description and Goals

What research methods do you need to know if you plan to work in communications industry? What do we start with when we want to introduce a new product into the market? What do we begin our political campaign with? How can we maximize the return from our investment in PR and advertisement? How do we know if our promotion campaign reached its goals?

This course answers these and many other questions by providing a broad overview of the methods and approaches to research used in communication industry (e.g., journalism, PR, advertising, integrated marketing communication). By participating in this class, you will gain an understanding of how to conduct research and have hands-on experience with the research process that you will need if you plan to build your career in communication.

### Course Objectives and Learning Outcomes:

At the completion of this course, you will be able to:

1. Become familiar with classic and emerging methods in the social sciences and specifically – in communication, as well as application of these methods in the industry setting.
2. Articulate a formal research hypothesis or question.
3. Create a rigorous research design in order to answer your or your client's question(s).

4. Conduct, analyze, interpret, and share the results from a quantitative or qualitative study.
5. Complete a showpiece research proposal based on real quotes from marketing and communication industry clients that you can learn from and use to demonstrate your expertise during job interviews.

**Course Format:**

The course is composed of **lecture sessions and a lab section**. During lecture, I will discuss a large amount of information that goes 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.

Also, please, remember, that it is a **hybrid course**, thus besides an in-class meeting with a lecture (and your weekly labs) you will have a significant portion of course work to carry out on your own – accounting approximately to 1/3 of the lecture time . During this time you obtain important theoretical and practical training, will receive certificates and will learn new skills important for your future career.

**Required Textbook & Readings**

There is one required text for this course that should be available from the book store:

Wimmer, R.D. & Dominick, J.R. (2014). *Mass Media Research. An Introduction*. (10<sup>th</sup> Edition)\*. Wadsworth Cengage Learning.

\*Previous editions are available for discounted prices, but may not contain 100% of the material covered in this course.

In addition, for specific lectures I will assign supplementary readings in addition to the assigned chapter from the text. These readings and lectures are noted below.

**Grading Policies**

You need to 1) read the assigned materials on Carmen and 2) attend class regularly as the exams and assignments will focus on the book chapters and lecture equally. The breakdown of assignments and portion of your overall grade is as follows:

<b>Final grade break down:</b>		
<b>CLASS</b>	<b>3 exams (2 out of 3 – I drop your lowest score)</b>	<b>40%</b>
<b>LAB</b>	<b>1 paper</b>	<b>25%</b>
	*research design presentation	5%
	*research design	10%
	*final research proposal	10%
<b>CLASS</b>	<b>8 practices</b>	<b>25%</b>
	*3 skills	9.0%
	*3 documentaries	6.0%
	*2 special training certificates	
	<b>(a) IRB-Human Subjects Protection CITI training course</b>	5.0%

	<b>(b) Google Analytics Academy - Beginners</b>	5.0%
<b>CLASS+LAB</b>	<b>Attendance</b>	<b>10%</b>

**Exams (40%)**

There will be 2 in-class exams and one exam during finals week. Cumulatively, the exams will account for 40% of your overall grade. Each exam will consist of 40-50 multiple choice questions using scantron sheets. Each in-class exam will cover the material in the preceding weeks as noted in the syllabus. The third exam during finals week will be a cumulative exam that covers all the course material since the beginning of the class. A study guide for each exam will be made available at least 4-5 days before the exam.

**I WILL DROP YOUR LOWEST EXAM GRADE OUT OF THE FOUR.** This means I will take your 2 best scores out of the three exams to calculate your exam portion of your course grade. In addition, if you have taken the 2 in-class exams and are satisfied with your final grade based on those two exams, you are not required to take the third cumulative exam during finals week if you do not wish to do so.

**VERY IMPORTANT: BRING AT LEAST ONE #2 PENCIL TO EACH EXAM; NO PENCILS WILL BE PROVIDED BY THE PROFESSOR OR TA.**

**VERY IMPORTANT: BRING A VALID OSU ID (I.E., YOUR “BUCK•I•D” CARD) OR A VALID DRIVERS LICENSE ON EXAM DATES AS YOU WILL NEED TO SHOW PROOF OF IDENTITY TO TURN IN YOUR EXAM.**

**VERY IMPORTANT: WE RESERVE THE RIGHT TO WITHHOLD THE EXAM IF YOU ARRIVE MORE THAN 10 MINUTES LATE ON EXAM DAYS (I.E., YOU WILL RECEIVE A ZERO ON THE EXAM). AND, IF YOU ARRIVE AFTER THE FIRST PERSON HAS COMPLETED/LEFT THE EXAM, YOU WILL ABSOLUTELY NOT BE ALLOWED TO TAKE THAT EXAM (I.E., YOU WILL RECEIVE A ZERO ON THE EXAM). PLEASE USE THE REST ROOM BEFORE THE EXAM; STUDENTS WILL NOT BE PERMITTED TO LEAVE THE CLASSROOM ONCE THE EXAM HAS BEGUN UNTIL THEY TURN IN THEIR EXAM.**

**EXAM MAKE-UP POLICY**

Exams are given only once at the time scheduled in the syllabus. No make-up exams are given for any reason. Exams will not be given early or late. If you miss an exam, you receive a zero, no exceptions. If you talk during the exam with another student, I will assume that your discussion is about the exam itself, and this will be treated as a violation of the Code of Student Conduct. Other forms of academic misconduct will be prosecuted according to accepted University procedures (see below).

The only exceptions to these rules are tragic, extraordinary, and totally unforeseen personal circumstances that are convincingly documented to your TA or the Professor no later than 24 hours after the date the exam is scheduled. Buses not running on time, car problems,

misbehaved pets, missed or cancelled airline flights, job interviews, attendance at family social functions, sporting events, and previously scheduled vacations are not valid excuses for missing an exam. Do not approach me or the TAs at the end of the quarter with a medical excuse for poor performance or missing exams or assignments earlier in the quarter. The time to talk to us is when the problem first arises. We follow this policy strictly, and documentation produced more than 48 hours after the exam simply will not be accepted, regardless of how valid or compelling it seems to you.

### **Lecture and Lab Attendance (10%)**

You are expected to attend lectures and lab sessions regularly. Attendance will be taken regularly during the course of the semester and account for 10% of your final grade. There is no need to inform me or a TA if you can't make it to a lecture or a lab. Regardless of the reason, if attendance is taken and you aren't there, you are considered absent. I recognize that there are times you will have to miss a lecture. However, a more than decent percentage of the material on the exams is presented only during the lecture period of the class and practiced during your lab sessions. **If you don't attend the lectures and labs consistently, you will not do well in this course.**

### **Research paper (25%)**

During your lab sessions you will be working on your research project in groups of 5 students. You will receive a list of 10 problems based on real quotes from clients in the marketing and communication industry. You will have to pick a problem that your group will work on (6 groups – 6 topics), get an approval from your TA and start working on:

- research design
- research design presentation
- final research proposal

The idea of this part of your course work is to prepare you to work in real life marketing and communication industry setting. You will need to come up with a suggestion to solution of a problem that your client addressed you with – suggest a research design, present it, get feedback, correct if/where necessary, prepare a final research proposal. This section of your work will account to ¼ of your final grade. Please, make sure you attend lab sessions regularly as attendance will be taken and will affect you overall attendance score for the course.

### **Practices (25%)**

You will have 8 practices to work on your home computer or in an OSU computer lab. They are not designed to be taken collectively (unless specifically noted), as a group, or to share quiz answers with other classmates. Sharing or distributing quiz answers to other classmates or providing other assistance is punishable under the Ohio State University's Code of Student Conduct up to and including failure in the class and/or suspension from OSU.

The purpose of the practices is to help you learn and try to apply the information and skills in research methods and approaches that are necessary in your future career in communication industry.

- You will have to obtain **2 certificates** (IRB and Google-Analytics – Beginners). Please, plan taking those well in advance as it may take from several hours up to a half a day to finish the work on those and to receive the online certificate. Timely submission of the certificate will bring you the scores for those practices.
- During the course, we will be reviewing **3 documentaries** that illustrate topics or issues in communication industry research. The titles and dates of the course documentaries are provided on the course schedule. You will be responsible for the content of these documentaries on exams and assigned online discussion boards (you will need to ask one meaningful questions based on the documentary and to provide one substantive answer to someone else’s question).
- You will have to fulfill **3 skills assignments** applying the knowledge from class in 3 major areas: (a) survey instrument design, (b) research for SMM, (c) analysis of perspectives of a brand in an international market. The aim of each assignment will be to apply principles of industry research methods discussed in lecture and the text to specific case studies or your future career tasks.

Specific details for each practice assignment will be provided in later assignment summaries to be distributed in class and provided on Carmen. The tentative dates of the assigned skills and when they are due are listed in the course schedule.

### **Extra Credit/CREP**

During the course of the semester, through the Communication Research Experience (C-REP) you have the opportunity to participate in experiments or surveys conducted by School of Communication faculty or graduate students for extra credit toward your final grade. CREP is designed to give students direct exposure to the topics, goals, methods, and ethical issues of communication research. You may earn a **MAXIMUM** of 3% credit toward your final grade through participation in CREP.

Participation can take the form of:

- Completing up to **THREE** hours (1 hour = 1% extra credit) of C-REP research studies, OR
- Completing up to **THREE** C-REP alternative written assignments (1 assignment = 1% extra credit), OR
- Completing a combined total of **THREE** hours of research studies and alternative writing assignments.

You must complete at least 1 hour/credit of CREP in order to receive extra credit. Completing your C-REP requirement must take place during the semester. You should definitely **NOT** wait until the last minute to sign up for participation for extra credit because people tend to procrastinate and research opportunities will be limited. In fact, it is probably wise to complete your C-REP requirement as early as possible in the semester when demands on your time are the lightest. The C-REP Student Guide on the School of Communication website tells you everything you need to know about this requirement:

<http://www.comm.ohio-state.edu/images/stories/PDFs/crepstudentguideupdate.pdf>

Both COMM 1100 and COMM 1101 require C-REP participation, and thus you may be enrolled in CREP for those courses simultaneously or another communication class for extra credit. The same C-REP participation CANNOT be counted for more than one course. Please direct any questions regarding C-REP to **Shannon Poulsen** ([poulsen.6@buckeyemail.osu.edu](mailto:poulsen.6@buckeyemail.osu.edu))

### **Cell Phones and General Politeness**

A ringing cell phone during a lecture or discussion is annoying to the instructor (i.e., me) and others in the room. Please be respectful of those around you by turning off your cell phone prior to the start of lecture. If you anticipate that you will need to leave the lecture hall before the end of a lecture, please select a seat near the edge of a row or in the back of the room to avoid disrupting others when you leave. To maintain an atmosphere conducive to learning, please be courteous to other members of the class and treat them with the dignity and respect that you expect from others.

### **Professor and Teaching Assistant's Use of Electronic Mail and Messaging**

There may be occasions where I or one of your TAs will need to get in touch with you outside of regular class hours. Email will usually be the first means by which contact will be initiated. It is important that you check your OSU email account regularly, and make sure you purge your account of unneeded email so that new email can get through. If you do not use your OSU email address as your primary email account, please arrange through OIT to have your OSU email forwarded to your preferred account. For instructions on how to have your email forwarded, see [http://8help.osu.edu/forms/mail\\_forwarding.html](http://8help.osu.edu/forms/mail_forwarding.html).

### **Some Words About Academic Honesty**

It is your responsibility to complete your own work as best you can in the time provided. The Ohio State University's Code of Student Conduct (Section 3335-23-04) defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process." Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, possession of unauthorized materials during an examination, and falsification of laboratory or other data. Ignorance of the University's Code of Student Conduct is never considered an excuse for academic misconduct, so I recommend that you review the Code of Student Conduct and, specifically, the sections dealing with academic misconduct at [http://studentaffairs.osu.edu/resource\\_csc.asp](http://studentaffairs.osu.edu/resource_csc.asp)

Academic misconduct is a serious offense, and it is my responsibility to make sure it does not occur. If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct (COAM). If COAM determines that you have violated the University's Code of Student Conduct, the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University. If you have any questions about this policy or what constitutes academic misconduct, please contact your TA or visit the COAM web page at <http://oaa.osu.edu/coam/home.html>.

## **Special Accommodations**

If you need an accommodation based on the impact of a disability, you should contact the professor to arrange an appointment by the end of the second week of classes. At the appointment we can discuss the course format, anticipate your needs and explore potential accommodations. I rely on the Office for Disability Services for assistance in verifying the need for accommodations and developing accommodation strategies. If you have not previously contacted the Office for Disability Services, I encourage you to do so.

The Office for Disability Services is located in: 098 Baker Hall 113 W. 12th Ave Phone 614-292-3307 <http://www.ods.ohio-state.edu/>

### **Copyright Disclaimer**

The materials used in connection with this course may be subject to copyright protection and are only for the use of students officially enrolled in the course for the educational purposes associated with the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.

### **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.

### **Title IX**

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories (e.g., race). If you or someone you know has been sexually harassed or assaulted, you may find the appropriate resources at <http://titleix.osu.edu> or by contacting the Ohio State Title IX Coordinator, Kellie Brennan, at [titleix@osu.edu](mailto:titleix@osu.edu)

### **School of Communication & Diversity**

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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

### **List of Supplemental Readings Posted on Carmen (see schedule below)**

1. *The Conundrum of Social Media. Targeting your customers. Friends, Fans, and Followers.* (Chapters 1, 2, 5) in *Social Media Analytics. Effective tools for building, interpreting, and using metrics* by Marshall Sponder. McGraw Hill, 2012.
2. *Research in the International Arena* in *Dynamics of International Advertising. Theoretical and Practical Perspectives.* Mueller, B. Peter Lang. 2017.

### **About your Professor**

Dr Olga Kamenchuk is an Associate Professor (Clinical) at School of Communication and a Research Associate at Mershon Center for International Security Studies. Her PhD is in Psychology, she teaches courses in strategic and political communication at OSU (*Strategic Communication; Communication and Conflict Management; Intercultural Communication; Industry Research Methods*) and conducts research in the areas of political psychology, international communication, public opinion and post-communist countries. She has taught graduate and undergraduate level courses in the leading universities of Austria, Germany, Italy, Russia and US. She has also well has conducted over 100 opinion research projects for organizations such as the World Bank, the European Commission, the United Nations, Cambridge University, University of Pennsylvania, BBG, Bloomberg, Thomson Reuters, and Asahi Shimbun.

Besides her research and teaching background, Dr Kamenchuk has over 15 years of her career to work as a director of communication and marketing, press officer, journalist, media editor and consultant, as well as often provided interviews and commentaries to international media (e.g. CNN, Financial Times, The Wall Street Journal, Bloomberg, Reuters, ZDF, BBC, etc...)

**LECTURE/READING/EXAM SCHEDULE**

week	date	topic	reading	contents	activity
<b>I. Research Process in Communication Industry</b>					
1	22-Aug	Introduction to concepts of research in communication industry.	Textbook, Chapter 1	<b>Why communication industry research methods are important for your future career?</b> Scientific method. Quantitative and qualitative methods.	
2	29-Aug	Ethics of research. Concepts and constructs.	Textbook, Chapters 2&3	<b>How to conduct an ethical research study?</b> Ethical principles and dilemmas. <b>What is causality?</b> Independent and dependent variables. Models. Relationships. Induction vs deduction.	Prepare for your IRB certificate.
3	5-Sep	Validity and reliability. Measurement.	Textbook, Chapter 2	<b>How to make sure your research and findings are valid and reliable?</b>	<b><u>PRACTICE-IRB-certificate: Human Subjects Protection CITI course. (by Sep 5, 8am)</u></b>
4	12-Sep	Sampling.	Textbook, Chapter 4.	<b>What is sampling?</b> Types of sampling procedures. Sample size and sampling error. Generalizability.	LAB: Form groups of 5 students and submit the topic of your study (by Monday, Sep. 10th)
<b>II. Research Approaches in Communication Industry</b>					
5	19-Sep	Qualitative Research in Communication Industry.	Textbook, Chapter 5.	<b>What are the major types of qualitative research that you will use if you work in communication industry?</b> Field Observations, Focus Groups, Intensive Interviews, Case studies, Ethnography. <b>How do you write a qualitative report for your client?</b>	<b><u>PRACTICE-documentary: ethics in research. (by Sep 19, 8am)</u></b> LAB: Practice sampling techniques.
6	26-Sep	Introduction to Secondary and Primary Data. Survey Research	Textbook, Chapter 7	<b>How come a lot of data is already (often openly) available or what can you do for the client without launching the data collection at "the field"?</b> Secondary qualitative and quantitative data. Types of data. <b>How do you conduct a good survey study for your company/client?</b> Pros and cons of survey research.	<b><u>PRACTICE-documentary: qualitative research. (by Sep 26, 8am)</u></b> LAB: Practice qualitative study designs.

				Constructing questions. Questionnaire design. Piloting the instrument. Collecting the survey data. Response rate.	
7	3-Oct	Content Analysis and Longitudinal Research. Panel Studies in Communication.	Textbook, Chapters 6&8	<b>Why panel designs are a battlefield in communication industry nowadays and how can you effectively use content analysis for your company's/brand's promotion?</b> Limitations, uses and steps in content analysis. Types of longitudinal studies. Panel studies and designs.	<b>PRACTICE-skill: survey instrument design. (by Oct 3, 8am)</b> LAB: practice survey design.
8	10-Oct	Digital research.	Carmen reading #1	Guest lecture.	<b>PRACTICE-documentary: Big Data. (by Oct 10, 8am)</b> LAB: practice on content analysis and longitudinal research.
9	17-Oct	Experimental Research	Textbook, Chapter 9	<b>How can we successfully use experiments in communication industry?</b> Types of experiments. Advantages and disadvantages of lab experiments. Designing and conducting experiments.	<b>Practice-GOOGLE analytics certificate (beginners). (by Oct 17, 8 am)</b> LAB: Prepare for Google analytics certificate.
9	24-Oct	<b>EXAM I</b>			LAB (on Oct 22): Preparation for Exam 1.
<b>III. Data Analysis and Visualization in Communication Industry</b>					
10	31-Oct	Data Analysis - I	Textbook, Chapters 10, 11	<b>What are the basic tools and procedures of data analysis that you need to know in your future career?</b> Descriptive statistics. Research questions and hypotheses.	LAB: Present your research design.
11	7-Nov	Data Analysis – II. Data Visualizaion and Data Presentation.	Textbook, Chapter 13	<b>What are the basic statistical procedures? How do you make your data understandable and what are the latests do's and donot's in commicating the findings to the general audience?</b> Presentation of research findings to the audience and clients. Lessons from the leaders of communication and	<b>PRACTICE-skill: research for SMM.</b> LAB: Present your research design.

				research industry.	
<b>IV. Research Applications in Communication Industry</b>					
13	14-Nov	Media: print and electronic.	Textbook, Chapters 13&14	<b>What are the major types of research used in print and electronic media?</b> Circulation. Ratings and nonratings studies. "People meters" vs mobile devices.	<i>LAB: Submit your research design (by Monday, Nov 12th). Preparation of final research proposals.</i>
14	21-Nov	Advertising and Public Relations	Textbook, Chapters 15 & 16	<b>How can research help build a successful advertising campaign?</b> Copy testing. Media research. Campaign assessment. <b>How can research help create a successful PR campaign?</b> Types of public relations research and their application.	<i>LAB: Discussion of submitted research designs and finalizing research proposals.</i>
15	28-Nov	International Communication.	Carmen Reading #2	<b>What if your company is going global - how can research be helpful in that?</b> Types and specifics of research in international markets.	<b><u>PRACTICE-skill: measuring effectiveness of promotional program. (by Nov 30, 8 am)</u></b> <b><u>LAB-FINAL SUBMISSION</u></b> of a research proposal (by Monday, Nov. 26).
	5-Dec	<b>EXAM II</b>			<i>LAB: Preparation for Exam 2.</i>
	12-Dec	<b>FINAL EXAM 8:00-9:45</b>			