

#3160
Communication Research Methods
The Ohio State University

Professor
Prof. Joseph Bayer, Ph.D.
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Lectures
Tuesdays and Thursdays
2:20pm-3:40pm
Scott Lab E001

Office Hours
Thursdays
12:00pm-2:00pm (or by appt.)
Derby Hall 3143

Labs Mondays, by Lab Instructor Journalism Building 342	
Rachel McKenzie mckenzie.367@osu.edu 8:00am, 10:05am Office Hours: Wednesdays, 9:00am-11:00am Derby Hall 3075	Sam Wolken wolken.3@buckeyemail.osu.edu 12:10pm, 2:15pm Office Hours: Tuesdays, 11:00am-noon Thursdays, 1:00pm-2:00pm Derby Hall 3055

Course Description

How do we know if a marketing strategy “works”? What’s the most effective way to determine what tech consumers like? Can subliminal advertising influence actual buying behavior? 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 research. 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 communication (2) To encourage students to begin to formulate research questions (3) To help students create rigorous research designs in order to answer those questions (4) To teach empirical problem-solving techniques.

Course Format

The course is composed of two lecture sessions and one lab section each week. As detailed below, half of your course grade comes from lecture; the other half comes from lab.

Lecture Requirements (100 points)

- Lecture slides will be posted on **Carmen** at the end of each week. Please note that posted slide sets will include all slides covered during a given lecture; however, certain slides may be difficult to understand on your own without verbal context.
- The textbook associated with the course is as follows:
 - **Remler, D. K. & Van Ryzin, G. G. (2014). *Research Methods in Practice* (2nd ed.). Thousand Oaks, CA: Sage Publishing.**
- You are given two options (described below) concerning the scoring system for your lecture grade. You must decide which grading scheme you want by start of the second week of classes (3rd lecture). All selections are final and cannot be changed later in the semester. Note: if you do not make a selection, your grade will default to Option B.
 - **Option A: 80% Exams, 20% Participation**
 - If you select Option A as your lecture grade scheme, your lecture grade will be split between your participation record (20%) and exam scores (80%). You will lose one participation point (1%) for each missed lecture during the semester (note: no freebees). You will also be eligible for bonus points via in-class TopHat activities (4 points max).
 - **Option B: 100% Exams**
 - If you select Option B as your lecture grade scheme, your lecture grade will be entirely composed of your exam scores. Thus, your exam scores are more valuable than Option A, but you will not be graded based on your attendance. However, you will still be eligible for bonus points via in-class TopHat activities (4 points max).
- There will be three **Lecture Exams** during the semester. Exams will assess your knowledge and understanding related to (1) lecture material and (2) exam readings. Please note that all exams are cumulative.
 - Exam readings will be posted on Carmen. Each exam will have two key readings associated with it. Similar to lecture material, readings are cumulative.
 - Exams will be conducted in lecture. Further instructions will be provided about what materials you are required to bring to the exam, but it is your responsibility to be prepared to take the exam as scheduled.

- Make-up tests will only be given within a reasonable amount of time around the exam date, and only when the student provides an appropriate justification. Thus, make-up exams will be arranged for university-excused or unavoidable circumstances only (e.g., deaths, illness, and emergencies) with verification.
- 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.

Lab Requirements (100 points)

- *Research Proposal (50 pts.)*. You will write a research design proposal that employs methods covered in the course. It should answer a question in communication research 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. You will lose a letter grade for everyday that it is late.
- *Research Outline (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.
- *Research 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.
- *Lab 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.

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

Policies and Procedures

By staying enrolled in this class, the student agrees to abide by the policies described in the syllabus. Students are expected to act responsibly and abide by the following policies:

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://studentlife.osu.edu/csc/>. Note that 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.

Graduating Seniors. 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.

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.

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.

Requesting Accommodations

The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know via email immediately so that we can privately discuss options. You are also welcome to register with Student Life Disability Services to establish reasonable accommodations. After registration, you should make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. SLDS contact information: slds@osu.edu; 614-292-3307; 098 Baker Hall, 113 W. 12th Avenue.

Taking Care of Yourself. As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. The Ohio State University offers services to assist you with addressing these and other concerns you may be experiencing. If you are or someone you know is suffering from any of the aforementioned conditions, you can learn more about the broad range of confidential mental health services available on campus via the Office of Student Life's Counseling and Consultation Service (CCS) by visiting ccs.osu.edu or calling 614--292--5766. CCS is located on the 4th Floor of the Younkin Success Center and 10th Floor of Lincoln Tower. You can reach an on-call counselor when CCS is closed at 614-292-5766. If you are thinking of harming yourself or need a safe, non-judgmental place to talk, or if you are worried about someone else and need advice about what to do, 24 hour emergency help is also available through the Suicide Prevention Hotline (Columbus: 614-221-5445 / National: 800-273-8255); or text (4hope to 741741); or at suicidepreventionlifeline.org.

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.