

Communication 3163
Communication Industry Research Methods
The Ohio State University
Spring 2016

Course Instructor: Jason C. Coronel, Ph.D.

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Office hours: Tuesday and Thursday, 5:20 to 6:20 pm and by appointment

Office Location: Journalism 207

Course location: Lazenby Hall 21

Course time: Tuesday and Thursday, 2:20-3:40 pm

Lab Section Instructors

Jasmine Brewer brewer.430@osu.edu	David Clementson clementson.3@osu.edu	Alex Hedstrom hedstrom.1@osu.edu
Labs: Mon 8:00 am & 10:05 am	Labs: Mon 4:20 pm & 6:25 pm	Labs: Mon 12:10 pm & 2:15 pm
Office: Derby Hall 3075	Office: Derby Hall 3176	Office: Journalism 211
Office Hours: Mon 1 to 3 pm	Office Hours: Mon 2 to 4 pm	Office Hours: Wed 11:30 to 1:30 pm

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

Text: Wimmer, R. D. & Dominick, J. R. (2013). *Mass Media Research: An Introduction* (10th ed.). Belmont, CA: Thomson Wadsworth.

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 (50 pts.) and Exam 2 (50 pts.).* Exams will assess your knowledge of all aspects of the course (i.e., course readings, lectures). Exam 2 will test your knowledge of material covered throughout the entire course.

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. Coronel. 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 (Wednesday April 27th by 4:00 pm).** You will lose a letter grade for everyday that it is late (one day late: B+ turns into a C+).

(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+).

(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.

(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://studentlife.osu.edu/csc/>

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. Rounding will be applied on the “.5” threshold (e.g., 85.5 = 86, 85.4 = 85).

93 - 100 (A)
90 - 92 (A-)
87 - 89 (B+)
83 - 86 (B)
80 - 82 (B-)
77 - 79 (C+)
73 - 76 (C)
70 - 72 (C-)
67 - 69 (D+)
60 - 66 (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

Tuesday	Jan 12	Introduction to the Course	Syllabus Overview
Thursday	Jan 14	Introduction to Communication Industry Research	Wimmer & Dominic, Chapter 1
Tuesday	Jan 19	Scientific Method 1: Theory and Hypothesis	Brewer, Chapter 1 (on Carmen)
Thursday	Jan 21	Scientific Method 2: Concepts, Measurement, Validity, Reliability	Wimmer & Dominic, Chapter 2
Tuesday	Jan 26	Experiments 1	Wimmer & Dominic, Chapter 9
Thursday	Jan 28	Experiments 2	Babbie Chapter 8 (on Carmen)
Tuesday	Feb 2	Observational Studies	Rosenbaum pg 1 to 2 (on Carmen)
Thursday	Feb 4	Survey Methods 1	Wimmer & Dominic, Chapter 7
Tuesday	Feb 9	Survey Methods 2	Dillman, Smyth, and & Christian, Chapter 4 (on Carmen)
Thursday	Feb 11	Behavioral Measures	Gladwell 77-88 (on Carmen)
Tuesday	Feb 16	Emerging Techniques	Dooley, Singer (on Carmen)
Thursday	Feb 18	Ethics	Wimmer & Dominic, Chapter 3
Tuesday	Feb 23	Sampling 1	Wimmer & Dominic, Chapter 4
Thursday	Feb 25	Sampling 2	Watters (on Carmen)
Tuesday	Mar 1	Content Analysis	Wimmer & Dominic, Chapter 6
Thursday	Mar 3	Qualitative Methods	Wimmer & Dominic, Chapter 5
Tuesday	Mar 8	Review Session	
Thursday	Mar 10	Exam 1	
Tuesday	Mar 15	Spring Break	
Thursday	Mar 17	Spring Break	
Tuesday	Mar 22	Consumer Psychology 1	Chase & Dasu (on Carmen)
Thursday	Mar 24	Consumer Psychology 2	Story, The Truth about Impulsive Purchases (on Carmen)
Tuesday	Mar 29	Newspaper and Magazine Research	Wimmer & Dominic, Chapter 13
Thursday	Mar 31	Research in	Wimmer & Dominic,

		Advertising	Chapter 15
Tuesday	April 5	Research in Public Relations	Wimmer & Dominic, Chapter 16
Thursday	April 7	Research in Electronic Media 1	Wimmer & Dominic, Chapter 14
Tuesday	April 12	Research in Electronic Media 2	Dubois (on Carmen)
Thursday	April 14	Political Campaigns	Iyengar; Nudge the Vote (on Carmen)
Tuesday	April 19	Review Session	
Thursday	April 21	Exam 2	
Wednesday	April 27	Final Paper Due	

Tentative Lab Sections Schedule

Jan	18	No lab sections, MLK
Jan	25	Theory, Hypothesis, IV, DV, Concepts and Measurement
Feb	1	Generate hypothesis, Experiments
Feb	8	Difference between experiment and observational studies; Qualtrics Surveys
Feb	15	Literature Search
Feb	22	Sampling, 1 page research proposal due
Feb	29	Content Analysis
Mar	7	Interviews/Focus Groups
Mar	14	Spring Break
Mar	21	Constructing good presentations
Mar	28	Presentations
April	4	Presentations
April	11	Presentations
April	18	Presentations