

Communication 3160
Communication Research Methods
The Ohio State University
Spring 2017

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

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Office phone: 614-242-9062

Office hours: Tuesday, 5:10 to 6:10 pm and by appointment

Office Location: 3127 Derby Hall

Course location: Journalism Building, Room 360

Course time: Tuesday and Thursday, 12:45-2:05 pm

Lab Section Instructors

Sarah Thomas	Kate T. Luong
thomas.3101@buckeyemail.osu.edu	luong.31@buckeyemail.osu.edu
Labs: 4:20-6:10 & 6:25-8:15 Mondays,	Labs: 2:15-4:05 Mondays,
Journalism 342	Journalism 342
Office: Derby Hall 3049	Office: Derby Hall 3045F
Office Hours: Mondays: 2:00-4:00	Office Hours: Tuesday/Thursday 2:30-4:00

Course Description

How do we know if a political campaign “caused” people to vote more for candidate? What’s the most effective way to determine hidden sexist or racist beliefs? Can subliminal advertising influence people’s buying behaviors 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 in particular, 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 the communication research (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: 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 two lecture sessions and a lab section weekly. *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 exams 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 science 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.

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)

READ THIS SECTION ON ACADEMIC MISCONDUCT CAREFULLY (2 pages)

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/>

University rules **require** that we report any **suspected** cases of academic misconduct to the Committee on Academic Misconduct (COAM). It is NOT our job to assess intent. ***Any*** written suspected of plagiarism will be **automatically** submitted to COAM.

Plagiarism as defined by the university’s code of conduct is, “the representation of another’s work or ideas as one’s own; it includes the unacknowledged word-for-word use and/or paraphrasing of another person’s work, and/or the inappropriate unacknowledged use of another person’s ideas; submitting substantially the same work to satisfy requirements for one course or academic requirement that has been submitted in satisfaction of requirements for another course or academic requirement, without permission of the instructor of the course for which the work is being submitted or supervising authority for the academic requirement.”

You SHOULD review the “when to cite” and “what is plagiarism” documents that will be discussed in the first lab session.

The following are examples of work that is unacceptable, and would constitute plagiarism:

Work that has been submitted to other courses will count as plagiarism even if you were the originator of that work.

Original Text: Families high in conversation orientation are free to interact with one another as they share ideas, participate in decision making, and express concerns, whereas families low on this orientation interact less frequently with each other on a variety of topics, including personal thoughts, feelings, and private activities,

Plagiarism (copying the original text WITHOUT quotes even if one puts a citation. This is plagiarism since it becomes unclear if the person is trying to pass this off as his or her own writing): **Families high in conversation orientation are free to interact with one another as they share ideas, participate in decision making, and express concerns, whereas families low on this orientation interact less frequently with each other on a variety of topics, including personal thoughts, feelings, and private activities (Schrodt, Witt & Messerschmidt, 2008).**

Plagiarism (copying the original text and changing a few words): Families that are low in conversation are not free to share ideas because they **interact less frequently with each other on a variety of topics, including personal thoughts, feelings, and private activities** (Schrodt, Witt & Messerschmidt, 2008).

Plagiarism (copying the original text and changing a few words): **Families high in conversation orientation are free to talk with one another as they share ideas, participate in decision making, and express concerns, whereas families low on this orientation talk less frequently with each other on a variety of topics, including personal thoughts, feelings, and private activities** (Schrodt, Witt & Messerschmidt, 2008).

Not Plagiarism: A high conversation orientation indicates that communication within families is open. New topics are discussed with ease. Conversely, families with lower conversation orientation communicate less frequently and less openly (Schrodt, Witt & Messerschmidt, 2008).

Not Plagiarism (use of quotations and citation): “Families high in conversation orientation are free to interact with one another as they share ideas, participate in decision making, and express concerns, whereas families low on this orientation interact less frequently with each other on a variety of topics, including personal thoughts, feelings, and private activities,” (Schrodt, Witt & Messerschmidt, 2008).

Students should take the time and care to properly synthesize information from sources selected. Copying and pasting a sentence or phrase, and then changing words is NOT an appropriate way of synthesizing information. It is a way to commit academic misconduct.

If you have any further questions (e.g., if you are unsure if a section in your paper will be considered plagiarism), please do not hesitate to contact the professor or the lab instructors.

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

Jan	10	T	Introduction to the course	Chapter 1 and 2; Research Methods in Practice
Jan	12	TR	Theory and hypotheses	Chapter 2; Research Methods in Practice
Jan	17	T	Concepts and Measurement	Chapter 4; Research Methods in Practice
Jan	19	TR	Causation	Chapter 11; Research Methods in Practice
Jan	24	T	Lab experiments	Chapter 14; Research Methods in Practice
Jan	26	TR	Field/Natural experiments	Bronzaft - The effect of elevated train noise on reading ability
Feb	31	T	Observational Studies	Chapter 12 and 15; Research Methods in Practice
Feb	2	TR	Sampling	Chapter 5; Research Methods in Practice
Feb	7	T	RS	
Feb	9	TR	Exam 1	
Feb	14	T	Surveys part 1	Chapter 7; Research Methods in Practice
Feb	16	TR	Surveys part 2	
Feb	21	T	Response time measures	Gladwell - Chapter 3
Feb	23	TR	Psychophysiological measures	Oxley et al. - Political Attitudes Vary with Physiological Traits
Feb	28	T	Qualitative Methods	Chapter 3; Research Methods in Practice
Mar	2	TR	Applied Topic: Health Comm	
Mar	7	T	Content Analysis	Dixon - Overrepresentation and underrepresentation of African Americans and Latinos as lawbreakers on television news
Mar	9	TR	Research ethics	Mandal - Ethics in Human Research see http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3593476/
Mar	14	T	Spring Break	
Mar	16	TR	Spring Break	
Mar	21	T	Replication	OSF - Estimating the reproducibility of psychological science
Mar	23	TR	RS 2	
Mar	28	T	Exam 2	
Mar	30	TR	Applied topic: Measurement of personality	
Apr	4	T	Applied topic: Subliminal advertising	
Apr	6	TR	Data Analysis Part 1	Chapter 8; Research Methods in Practice
Apr	11	T	Data Analysis Part 2	Chapter 9; Research Methods in Practice
Apr	13	TR	Issues in the public dissemination of research (misinformation)	Chapter 16; Research Methods in Practice

Apr	18	T	RS 3	
Apr	20	TR	Exam 3	

Tentative Lab Sections Schedule

Monday	Jan	9	No Lab Sections
Monday	Jan	16	No Lab Sections/MLK
Monday	Jan	23	Lab Exercise
Monday	Jan	30	Lab Exercise
Monday	Feb	6	Lab Exercise
Monday	Feb	13	Lab Exercise/1-page proposal due
Monday	Feb	20	Lab Exercise
Monday	Feb	27	Lab Exercise
Monday	Mar	6	Lab Exercise
Monday	Mar	13	No Lab Sections/Spring Break
Monday	Mar	20	No Lab Sections/Spring Break
Monday	Mar	27	Presentations
Monday	Apr	3	Presentations
Monday	Apr	10	Presentations
Monday	Apr	17	Presentations