

COMM 3160

COMMUNICATION RESEARCH METHODS

AUTUMN 2022

Faculty Instructor:

Prof. Joseph B. Bayer, PhD [pronouns: he/him/his] [bayer.66@osu.edu]

Office hours: Tuesdays, 1:30pm-2:30pm EST [[Zoom Link](#)] [PW: 727336]

Graduate Student Instructors:

Christina Henry [pronouns: she/her/hers] [henry.964@osu.edu]

- In-Person Labs
 - Mondays, 12:10-2:00pm in Journalism Building 342
 - Mondays, 2:15-4:05pm in Journalism Building 342
- Office hours: Fridays, 11:00-1:00pm EST [[Zoom Link](#)] [PW: 197129]

Matt Erxleben [pronouns: he/him/his] [erxleben.2@osu.edu]

- In-Person Labs
 - Mondays, 8:00-9:50am in Journalism Building 342
 - Mondays, 10:05-11:55am in Journalism Building 342
- Office hours: Wednesdays, 2:00-4:00pm EST [[Zoom Link](#)] [PW: 102788]

Course description

This course provides an overview of quantitative research methods as they apply to communication research. Students will gain an understanding of how to conduct research, as well as hands-on experience with data collection and data analysis. **The lecture portion of the course (3 credits) is delivered asynchronously online, while the lab is delivered in-person on campus (1 credit).**

Course learning goals and outcomes

At the conclusion of this course, students will be able to ...

1. ...describe research methods used by social scientists.
2. ...propose and evaluate research designs.
3. ...identify appropriate statistical procedures for different research scenarios.
4. ...analyze and interpret quantitative research data using Microsoft Excel and JASP.
5. ...create and administer simple online surveys/experiments using Qualtrics.

Mode of delivery

This lecture component of the course is asynchronous and is delivered online. The lab component of the course is delivered in hybrid format, with synchronous meetings occurring once per week on Mondays. Please note that the labs are scheduled to occur in-person on campus, but this is subject to change based on updates to the university COVID-19 policies.

How this course works

- Each week, a new module will become available on the course Carmen site that contains all of the online requirements associated with that week. Each module will include a series of lecture videos pertaining to key course concepts, as well as instructions for completing the weekly readings and activities due that week.
- Lecture videos are posted to YouTube, and links to each required video are posted to the associated weekly module on Carmen. Closed captioning is available for these videos.
- Each Monday, you will participate in a live (i.e., synchronous) lab session taught by a graduate student instructor (see above for contact information). The lab session will review key course concepts, provide an overview of all course assignments, and offer help conducting data analyses using Microsoft Excel and JASP.
- All assignments and quizzes are due 11:59pm on Sundays.

Course materials

- **The textbook associated with the course is:** Boyle, M. & Schmierbach, M. (2019). *Applied Communication Research Methods: Getting Started as a Researcher* (2nd Edition). New York: Routledge. [\[Publisher Link\]](#) [\[Amazon Rental\]](#) [\[Barnes & Noble\]](#)
 - You can access the textbook online for **FREE** via the OSU library: [\[Library Link\]](#)
 - The 1st Edition is also acceptable for the course.
- Access to a computer/laptop, a high-speed Internet connection, current web browser with video-related plugins, speakers/headphones, Microsoft Excel (available via [this external URL](#)), JASP (available via [this external URL](#)), Qualtrics (available [via this external URL](#)), and TopHat (available via [this external URL](#)). These software programs are all **FREE** to OSU students.
 - Students with accessibility needs should speak directly to me about using JASP. Depending on your needs, we might need to identify an alternative program for you to use or alternative assignments for you to complete.

Grading

This class has 100 possible points, which are distributed as follows:

Checkpoints (x5)	10 points
Online Quizzes (x5)	50 points
Lab Proposals (x3)	15 points
Lab Analyses (x3)	15 points
Lab Participation	10 points
IRB Certification	2 points (Extra Credit)

Assignments

- **Checkpoints (2pts x 5).** Periodic “checkpoints” serve to assess your understanding of key course concepts. Each checkpoint consists of open-ended questions on Carmen. You will receive instructor feedback on these assignments. There are five checkpoints in total, each worth up to 2 points (2 = satisfactory, 1 = needs improvement, 0 = incomplete).
- **Online Quizzes (10pts x 5).** Students have the opportunity to take six quizzes during the semester. Quizzes will assess your knowledge and understanding related to (1) lecture video material and (2) course readings. Quizzes are **not** cumulative.
 - Each quiz is worth 10 points and has 10 questions. The quizzes will rigorously test your knowledge about the topics covered in the previous two weekly modules. I have designed the quizzes to be difficult for two reasons. First, the difficulty will motivate you to keep up with the material each week and to study as you would for a standard, in-person exam. Second, all quizzes are open book and open notes.
 - **Your lowest quiz score will be dropped.** In other words, only your five highest quiz scores will count toward your final grade.
 - Students will only have one 30-minute attempt to complete each quiz. I do not allow group work on the quizzes and doing so constitutes academic misconduct. Please prepare well and do not wait until the last minute to start a quiz, as technological issues can occur (see technology policy below for more details). If students have questions about the quizzes generally, they should use the General Discussion Board available in Carmen.
 - On quiz weeks, Carmen will automatically open the quiz at 12:01am EST on Monday and close the quiz at 11:59pm EST on Sunday. The automated quiz system draws questions from a validated pool of questions, meaning that each student’s quiz will be slightly different. Missing a quiz earns you a zero for that week’s quiz. Lateness penalties apply to quizzes. This means that you can take quizzes after the deadline, but you will suffer a point penalty.
- **Lab Proposals (5pts x3).** You will write three research proposals focused on research methods taught in lecture and lab. You are encouraged to be creative with these proposals. Lab instructors will provide more details and guidelines about these proposals.
- **Lab Analyses (5pts x3).** You will complete three sets of statistical analyses that employ skills using Microsoft Excel and JASP. These programs and procedures will be modeled during lecture and lab. Lab instructors will provide more details and guidelines about these analyses.
- **Lab Participation (1pt x10).** A participation grade will be assigned by your lab instructors at the end of the course based on your active participation in the weekly lab activities. There will be one TopHat activity for each weekly lab session. You will receive 1 point for completing each activity during lab. Prior to your first lab meeting, you should create a TopHat account. For assistance using Tophat, visit [this link](#).
- **IRB Certification (2pts Extra Credit).** By the end of the course, you are required to complete human subjects IRB training. This training certifies you to conduct research at OSU

and consists of 17 modules that take 10-30 minutes each. Make sure to complete the Social and Behavioral course (not the Biomedical one). Each module has an associated quiz. You must pass these quizzes with an average score of 80% in order to earn your certification. You can re-take the quizzes as many times as needed in order to pass. Handing in your certification to your lab instructor will earn you 5 points. More details are available [via this external link](#).

Late assignments

All deadlines are in Eastern Standard Time (EST). Students may submit all assessments late with a penalty. Penalties for late work increase cumulatively. Submitting work one second after the deadline yields a -2% point penalty for the submission. For each additional hour after the deadline, you lose an additional -2% off the submission.

Grading scale

Please note that Carmen Canvas, OSU's grading and class management software, does not round fractions up. Please take that into account in computing grades. I do not manually round up grades. The official grading scale is as follows:

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

Credit hour and work expectation

The lecture component corresponds to a 3-credit-hour course, while the lab component represents a 1-credit-hour course. According to Ohio State policy, students should expect around 3 hours per week of time spent on direct instruction (instructor content and Carmen activities, for example) in addition to 6 hours of homework (reading and assignment preparation, for example) to receive a grade of (C) average. [ASC Honors](#) provides an excellent guide to scheduling and study expectations.

Faculty feedback and response time

I am providing the following list to give you an idea of my intended availability throughout the course. (Remember that you can call **614-688-HELP** at any time if you have a technical problem.)

Grading and feedback

For large weekly assignments, you can generally expect feedback within **7-14 days**.

E-mail

Prof. Bayer will reply to e-mails within **24 hours on school days**.

Virtual office hours

Virtual office hours will be held through Ohio State's conferencing platform, Carmen Zoom. Dr. Bayer's digital meeting room can be accessed via [[this Zoom link](#)]. Students may use the audio and video functions if a webcam and microphone are available. If not, there is still a chat function within Zoom for the student to live chat with the professor in the virtual office hours room. A guide to accessing Zoom is available [online here \(Links to an external site.\)](#) and students can [access support for Carmen Zoom here \(Links to an external site.\)](#).

Common issues to avoid...

- **Carmen mail/messenger + submission comments.** These are unreliable forms of communication, and the instructors will not check them regularly.
- **Weekend + evening emails.** Under most circumstances, we will respond to messages of this sort on the next business day.
- **Sending emails NOT from your OSU email.** Messages to our OSU accounts from non-OSU email services are regularly marked as spam and since their OSU cannot confirm their delivery, you may not use them as evidence of communication attempts.
- **Unprofessional emails.** Please ensure that your email messages are professional and informative by including your course info in the subject line, a salutation, adequate yet concise body text, closing, and your full name.
- **Emails that require immediate attention.** We aim to answer emails with 24 hours of receipt on business days. Be proactive and plan ahead.

Course Technology

For help with your password, university e-mail, Carmen, or any other technology issues, questions, or requests, contact the OSU IT Service Desk. Standard support hours are available at <https://ocio.osu.edu/help/hours>, and support for urgent issues is available 24x7.

- **Carmen:**
 - Carmen, Ohio State's Learning Management System, will be used to host materials and activities throughout this course. To access Carmen, visit [Carmen.osu.edu](https://carmen.osu.edu). Log in to Carmen using your name.# and password. If you have not setup a name.# and password, visit my.osu.edu.
 - Help guides on the use of Carmen can be found at <https://resourcecenter.odde.osu.edu/carmen>
 - **This online course requires use of Carmen (Ohio State's learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies, please request accommodations with your instructor.**
 - [Carmen accessibility](#)

- **Carmen Zoom:**
 - Office hours will be held through Ohio State’s conferencing platform, Carmen Zoom. A separate guide to accessing Carmen Zoom and our office hours is posted on the course Carmen page under Files.
 - Students may use the audio and video functions if a webcam and microphone are available. If not, there is still a chat function within Carmen Zoom for the student to live chat with the professor or TA in the virtual office hours room.
 - [Carmen Zoom](#) help guide.
- **Turnitin:**
 - Students at The Ohio State University are accountable for the integrity of the work they submit. Therefore, you should be familiar with the guidelines provided by the [Committee on Academic Misconduct \(COAM\)](#) and [Section A of OSU's Code of Student Conduct](#) in order to meet the academic expectations concerning appropriate documentation of sources. In addition, OSU has made Turnitin, a learning tool and plagiarism prevention system, available to instructors. For this class, you will submit your papers to Turnitin from Carmen. When grading your work, I will interpret the originality report, following [Section A of OSU's Code of Student Conduct](#) as appropriate. For more information about Turnitin, please see [the vendor's guide for students](#). Note that submitted final papers become part of the OSU database.
- **Self-Service and Chat support:** <http://ocio.osu.edu/selfservice>
- **Phone:** 614-688-HELP (4357)
- **Email:** 8help@osu.edu
- **TDD:** 614-688-8743

Baseline technical skills necessary for online courses

- Basic computer and web-browsing skills
- Navigating Carmen

Necessary equipment

- Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection
- Web cam and microphone

Necessary software

- Word processor with the ability to save files under .doc, .docx, .rtf, or .pdf. Most popular word processing software programs including Microsoft Word and Mac Pages have these abilities.
- OSU students have access to Microsoft Office products [free of charge](#). To install, please visit https://osuitsm.service-now.com/selfservice/kb_view.do?sysparm_article=kb04733

University Policies

Student Academic Services

Arts and Sciences Advising and Academic Services' website provides support for student academic success. Information on advising issues such as tutoring, transfer credits, academic standing, and contact information for Arts and Sciences advisors can be obtained through this website. The site is: <http://advising.osu.edu>.

Student Services

The Student Service Center assists with financial aid matters, tuition and fee payments. Please see their site at: <https://contactbuckeyelink.osu.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 Interim Ohio State Title IX Coordinator, Molly Peirano, at titleix@osu.edu

Mental Health

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)

COVID-19 and Illness Policies

Please note that these policies may be updated to reflect changes in the epidemic, changes in our understanding of the disease, and changing University, local, state, and federal recommendations/mandates.

Vaccination and Distancing

Ohio State is requiring every student, faculty and staff member to be vaccinated against COVID-19 with an FDA approved vaccine. Social distancing may also help slow the spread of COVID.

Although classrooms are no longer configured to ensure that students can spread out, doing so may still be helpful if you have the opportunity.

Attendance

Given the continued high prevalence of COVID, including breakthrough cases among vaccinated individuals, **students should not attend class if they are feeling sick**. It is very important that individuals avoid spreading the virus to others. Most students should be able to complete a successful semester despite illness-induced absence. If you are absent due to illness, including but not limited to COVID, you will be given a reasonable opportunity to make up missed work. **You do not need to provide a physician's document of illness, but you should advise your lab instructor via email as soon as you are safely able to do so.**

Instructor illness or absence

If the *instructor* is too ill to teach the course for a period of time, the designated backup for this course will step in. You will be notified via email from the School of Communication.

Academic integrity policy

Policies for this online course

- **Written assignments:** All written assignments, communications, and posts should be your own original work. In formal assignments, you should follow **APA** style (7th Edition) to cite the ideas and words of your research sources. You are encouraged to ask a trusted person to proofread your assignments before you turn them in – but no one else should revise or rewrite your work.
- **Reusing past work:** In general, you are prohibited in university courses from turning in work from a past class to your current class, even if you modify it. If you want to build on past research or revisit a topic you've explored in previous courses, please discuss the situation with me.

- **Falsifying research or results:** All research you will conduct in this course is intended to be a learning experience; you should never feel tempted to make your results or your library research look more successful than it was.

Academic Misconduct

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/>

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 immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with Student Life Disability Services. After registration, 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.

PART I: Foundations of Research Methods

Modules [Start] [End]	Weekly Topics	Assignments (due Sundays @ 11:59pm)
Week 1 Aug 23 Aug 28	Introduction to Research Methods <ul style="list-style-type: none"> • <u>Textbook Readings</u> <ul style="list-style-type: none"> ○ Ch. 1: Principles of Research (pg. 3-11) ○ Ch. 2: Concepts of Research (pg. 13-35) ○ Ch. 3: Scholarly Research (pg. 41-72) • <u>Lecture Videos</u> <ul style="list-style-type: none"> ○ Theories and Hypotheses (14 mins) • <b style="color: red;">No Lab Monday (semester begins Tuesday) 	Checkpoint #1
Week 2 Aug 29 Sept 4	Concepts and Measurement <ul style="list-style-type: none"> • <u>Textbook Readings</u> <ul style="list-style-type: none"> ○ Ch. 5: Concept Explication (pg. 101-115) ○ Ch. 6: Reliability & Validity (pg. 123-145) • <u>Lecture Videos</u> <ul style="list-style-type: none"> ○ Concepts and Measures (18 mins) ○ Intro to Survey Questions (10 mins) • Monday Lab: Proposal Workshop 	Quiz #1
Week 3 Sept 5 Sept 11	Special Topic: Physiological Measures <ul style="list-style-type: none"> • No Textbook Readings • <u>Lecture Videos</u> <ul style="list-style-type: none"> ○ Psychophysiological Measures (11 mins) • <b style="color: red;">No Lab Monday (Labor Day) 	Lab Proposal #1
Week 4 Sept 12 Sept 18	Introduction to Data Analysis <ul style="list-style-type: none"> • <u>Textbook Readings</u> <ul style="list-style-type: none"> ○ Ch. 14: Descriptive Statistics (pg. 359-379) • <u>Lecture Videos</u> <ul style="list-style-type: none"> ○ From Survey to Data (17 mins) ○ Data Reduction (14 mins) ○ Descriptive Statistics (17 mins) ○ Calculating Descriptive Statistics (25 mins) • Monday Lab: Analysis Workshop 	Lab Analysis #1

Week 5 Sept 19 Sept 25	Sampling and Generalizability <ul style="list-style-type: none"> • <u>Textbook Readings</u> <ul style="list-style-type: none"> ○ Ch. 8: Sampling (pg. 187-215) • <u>Lecture Videos</u> <ul style="list-style-type: none"> ○ Introduction to Sampling (13 mins) ○ Types of Sampling (13 mins) • Monday Lab: Review Day 	Quiz #2
-------------------------------------	--	---------

PART II: Designing Correlational Studies

Modules [Start] [End]	Weekly Topics	Assignments (due Sundays @ 11:59pm)
Week 6 Sept 26 Oct 2	Surveys and Self-Reports <ul style="list-style-type: none"> • <u>Textbook Readings</u> <ul style="list-style-type: none"> ○ Ch. 7: Effective Measurement (pg. 153-179) • <u>Lecture Videos</u> <ul style="list-style-type: none"> ○ Survey Construction (15 mins) ○ Survey Recommendations (16 mins) • Monday Lab: Intro to JASP 	Checkpoint #2
Week 7 Oct 3 Oct 9	Interpreting Survey Results <ul style="list-style-type: none"> • <u>Textbook Readings</u> <ul style="list-style-type: none"> ○ Ch. 15: Inferential Statistics (pg. 387-417) • <u>Lecture Videos</u> <ul style="list-style-type: none"> ○ Correlations (11 mins) ○ NHST (19 mins) ○ Mean Differences (17 mins) ○ Effect Sizes (16 mins) • Monday Lab: Review Day 	Quiz #3
Week 8 Oct 10 Oct 16	Data Analysis for Surveys <ul style="list-style-type: none"> • No Textbook Readings • <u>Lecture Videos</u> <ul style="list-style-type: none"> ○ Introduction to JASP (4 mins) ○ Selecting Analyses for Surveys (16 mins) ○ Interpreting Survey Results (18 mins) 	Lab Analysis #2 Checkpoint #3

	<ul style="list-style-type: none"> ○ Conducting a Correlation Test (14 mins) ○ Conducting a Paired T-Test (10 mins) ● Monday Lab: Analysis Workshop 	
Week 9 Oct 17 Oct 23	Special Topic: Real-World Surveys <ul style="list-style-type: none"> ● <u>Textbook Readings</u> <ul style="list-style-type: none"> ○ Ch. 10: Survey Research (pg. 261-279) ● <u>Lecture Videos</u> <ul style="list-style-type: none"> ○ Real-World Surveys (20 mins) ○ The Many Names of Mobile Surveys (3 mins) ○ Starting an Experience Sampling Study (3 mins) ● Monday Lab: Proposal Workshop 	Lab Proposal #2
Week 10 Oct 24 Oct 30	Confounds and Controls <ul style="list-style-type: none"> ● <u>Textbook Readings</u> <ul style="list-style-type: none"> ○ Ch. 16: Multivariate Statistics (pg. 427-433) ● <u>Lecture Videos</u> <ul style="list-style-type: none"> ○ Confounds and Study Designs (26 mins) ● Monday Lab: Review Day 	Quiz #4

PART III: Designing Experimental Studies

Modules [Start] [End]	Weekly Topics	Assignments (due Sundays @ 11:59pm)
Week 11 Oct 31 Nov 6	Designing Survey Experiments <ul style="list-style-type: none"> ● No Textbook Readings ● <u>Lecture Videos</u> <ul style="list-style-type: none"> ○ Survey Experiments (16 mins) ● Monday Lab: Review Day 	Checkpoint #4
Week 12 Nov 7 Nov 13	Laboratory Experiments & Causality <ul style="list-style-type: none"> ● <u>Textbook Readings</u> <ul style="list-style-type: none"> ○ Ch. 9: Experiments (pg. 223-252) ● <u>Lecture Videos</u> <ul style="list-style-type: none"> ○ Lab Experiments (18 mins) ○ Between vs. Within-Subjects Designs (14 mins) 	Quiz #5

	<ul style="list-style-type: none"> ○ Limitations to Lab Experiments (21 mins) ● Monday Lab: IRB Overview 	
Week 13 Nov 14 Nov 20	Data Analysis for Experiments <ul style="list-style-type: none"> ● <u>Textbook Readings</u> <ul style="list-style-type: none"> ○ Ch. 16: Multivariate Inferential Statistics (pg. 433 - 439) ● <u>Lecture Videos</u> <ul style="list-style-type: none"> ○ Selecting Analyses for Experiments (9 mins) ○ Interpreting Experimental Results (21 mins) ○ Conducting an Independent T-Test (9 mins) ○ Conducting an ANOVA (16 mins) ● Monday Lab: Analysis Workshop 	Lab Analysis #3
Week 14 Nov 21 Nov 27	Thanksgiving Break <ul style="list-style-type: none"> ● No Textbook Readings ● No Lecture Videos ● No Lab Monday (Thanksgiving Break) 	IRB Certification [Extra Credit]
Week 15 Nov 28 Dec 4	Special Topic: Natural & Field Experiments <ul style="list-style-type: none"> ● <u>Textbook Readings</u> <ul style="list-style-type: none"> ○ Ch. 4: Ethical Research (pg. 81-94) ● <u>Lecture Videos</u> <ul style="list-style-type: none"> ○ Natural & Field Experiments (15 mins) ● Monday Lab: Proposal Workshop 	Lab Proposal #3
Week 16 Dec 5 Dec 8	Conclusions and Takeaways <ul style="list-style-type: none"> ● No Textbook Readings ● <u>Lecture Videos</u> <ul style="list-style-type: none"> ○ Conclusions & Takeaways (10 mins) ● Monday Lab: Review Day 	Quiz #6 Checkpoint #5