COMM 3160
COMMUNICATION RESEARCH METHODS
AUTUMN 2020

Instructor:

Professor Joseph Bayer, PhD [email: bayer.66@osu.edu]

Office hours: Tuesdays, 1:00-2:00pm EST

Graduate Student Instructors:

- Sophie Kjaervik [email: kjaervik.1@buckeyemail.osu.edu]
    - Office hours: Wednesdays, 10:00-11:00am EST [External Zoom link]
- Joseph Francemone [email: francemone.1@buckeyemail.osu.edu]
    - Office hours: Fridays, 10:00-11:00am EST [External Zoom Link]

Course description

The lecture portion of the course (3 credits) is delivered online, while the lab is delivered in hybrid format (1 credit). 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 learning goals and outcomes

(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.

Mode of delivery

This lecture component of the course will be delivered online. The lab portion of the course will be delivered in hybrid format, with synchronous meetings occurring once per week on Mondays. Please note the first 4 weeks of lab are scheduled to occur in-person on campus.

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.
- 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 involve weekly activities and data analysis through 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]
  - Note: the 1st Edition is also acceptable for the course.
- You can access additional readings and materials by clicking through the links in the weekly course modules, as well as the Files portion of the Carmen site.
- Access to a computer/laptop, a high-speed Internet connection, current web browser with video-related plugins, speakers/headphones, Microsoft Office (available to OSU student free of charge via this external URL), and JASP for data analysis in lab (available via this external URL). Students should not attempt to complete this course using a smartphone. As a result, you must be comfortable working more independently than in an in-person classroom and using your computer, web-browser, and navigating Carmen. Additionally, you must ensure that your computer functions properly and that you use some form of data redundancy (e.g., cloud backups or physical duplication). Please see the technology policy below for more details.

Grading

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

Online Quiz #1:	10 points
Online Quiz #2:	10 points
Online Quiz #3:	10 points
Online Quiz #4:	10 points
Online Quiz #5:	10 points
Online Quiz #6:	10 points
Lab Proposals (3):	15 points
Lab Analysis (3):	15 points
Lab Participation:	10 points

Assignments

- **Online Quizzes (60pts).** 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.
  - o 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.
  - o 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.
  - o 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 pool, meaning that each student's quiz will be different. Missing a quiz earns you a zero for that week's quiz. Lateness penalties do apply to quizzes meaning that you can take quizzes after the deadline, but you will suffer a point penalty.

- **Lab Proposals (5pts x3).** You will write three lab proposals that employ 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. Your lab instructor will provide more details and guidelines about the proposals.

- **Lab Analysis (5pts x3).** You will complete three lab analyses that employ skills in Microsoft Excel and JASP covered in lecture and lab. Your lab instructor will provide more details and guidelines about these analyses in lab.

- **Lab Participation (10pts).** 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 1 TopHat activity for each weekly lab session. You will receive 1 point for completing each activity during lab. Your four lowest scores will be dropped.

Late assignments

Assume that all deadlines are in Eastern Time (ET). 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**.

Discussion board

We will check messages in the discussion boards every **48 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 during posted office hours at this link: https://osu.zoom.us/j/4327902829 (Links to an external site.). 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.** Both of these are unreliable 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. 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.odee.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.

- o 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.
  - o [Carmen Zoom](#) help guide
- **Turnitin:**
  - o 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/welcome.shtml

Student Services

The Student Service Center assists with financial aid matters, tuition and fee payments. Please see their site at: http://ssc.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

University COVID policies

The university strives to make all learning experiences as accessible as possible. In light of the current pandemic, students seeking to request COVID-related accommodations may do so through the university's request process, managed by Student Life Disability Services. 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; slds.osu.edu; 098 Baker Hall, 113 W. 12th Avenue.

Health and safety requirements

All students, faculty and staff are required to comply with and stay up to date on all university safety and health guidance (https://safeandhealthy.osu.edu), which includes wearing a face mask in any indoor space and maintaining a safe physical distance at all times. Non-compliance will result in a warning first, and disciplinary actions will be taken for repeated offenses.

Student illness or absence

If *you* are too ill to participate in this course due to COVID-19 or another illness, please contact the instructor as soon as you are able. All materials will be made available on Carmen, including lecture recordings and slides. Alternate assignments or extensions may be arranged.

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 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/

Accessibility accommodations for students with disabilities

Requesting accommodations

Students with disabilities (including mental health, chronic or temporary medical conditions) that have been certified by the Office of Student Life Disability Services will be appropriately accommodated and should inform the instructor as soon as possible of their needs. The Office of Student Life Disability Services is located in 098 Baker Hall, 113 W. 12th Avenue; telephone 614- 292-3307, slds@osu.edu; slds.osu.edu.

Course schedule (tentative)

PART I: Foundations of Research Methods

Modules (released on Start dates)	Overviews	Assignments (due Sundays @ 11:59pm)
Week 1 Start: Tuesday 8/25 End: Sunday 8/30	**Introduction to Research Methods** • Read Textbook Ch. 1, 2, 3 • No Lab this week	No Assignment Due
Week 2 Start: Monday 8/31 End: Sunday 9/6	**Concepts and Measurement** • Read Textbook Ch. 5, 6 • Lab In-Person Monday	Quiz #1 Due
Week 3 Start: Monday 9/7 End: Sunday 9/13	**Special Topic: Physiological Measures** • No Textbook readings • No Lab this week (Labor Day)	Method Proposal #1 Due
Week 4 Start: Monday 9/14 End: Sunday 9/20	**Introduction to Data Analysis** • Read Textbook Ch. 14 • Lab In-Person Monday	Lab Analysis #1 Due
Week 5 Start: Monday 9/21 End: Sunday 9/27	**Sampling and Generalizability** • Read Textbook Ch. 8 • Lab In-Person Monday	Quiz #2 Due

PART II: Designing Correlational Studies

Modules (released on Start dates)	Overviews	Assignments (due Sundays @ 11:59pm)
Week 6 Start: Monday 9/28 End: Sunday 10/4	**Surveys and Self-Reports** • Read Textbook Ch. 7 • Lab In-Person Monday	No Assignment Due
Week 7 Start: Monday 10/5 End: Sunday 10/11	**Interpreting Survey Results** • Read Textbook Ch. 15 • Lab on Zoom Monday	Quiz #3 Due
Week 8 Start: Monday 10/12 End: Sunday 10/18	**Data Analysis for Surveys** • No Textbook readings • Lab on Zoom Monday	Lab Analysis #2 Due
Week 9 Start: Monday 10/19 End: Sunday 10/25	**Special Topic: Real-World Surveys** • Read Textbook Ch. 10 • Lab on Zoom Monday	Method Proposal #2 Due
Week 10 Start: Monday 10/26 End: Sunday 11/1	**Confounds and Controls** • No Textbook readings • Lab on Zoom Monday	Quiz #4 Due

PART III: Designing Experimental Studies

Modules (released on Start dates)	Overviews	Assignments (due Sundays @ 11:59pm)
Week 11 Start: Monday 11/2 End: Sunday 11/8	**Designing Survey Experiments** • Read Textbook Ch. 9 • Lab on Zoom Monday	No Assignment Due
Week 12 Start: Monday 11/9 End: Sunday 11/15	**Laboratory Experiments** • Read Textbook Ch. 9 • Lab on Zoom Monday	Quiz #5 Due
Week 13 Start: Monday 11/16 End: Sunday 11/22	**Data Analysis for Experiments** • No Textbook readings • Lab on Zoom Monday	Lab Analysis #3 Due
Week 14 Thanksgiving Break	**Special Topic: Real-World Experiments** • Read Textbook Ch. 4 • No Lab this week	No Assignment Due
Week 15 Start: Monday 11/30 End: Sunday 12/6	**Conclusions and Takeaways** • No Textbook readings • Lab on Zoom Monday	Quiz #6 due Method Proposal #3 Due