**Seminar in Quantitative Communication Research Methods (COM 497)**

Instructor: John Hooker

Office: Fell 441

Office Hours: MW 2-3 or by appointment

Zoom room link: https://illinoisstate.zoom.us/j/9024150594

E-mail: through Canvas inbox

**Required Texts**

Keyton, J. (2010). *Communication research: Asking questions, finding answers* (3rd ed.).

McGraw-Hill.

American Psychological Association. (2019). Publication manual of the American Psychological

Association (7th ed).

##### My Teaching Philosophy

I am not here to trick you or to make you look foolish. I want to help you in any way possible to learn the material presented in class and to teach you the basic research skills necessary for those studying communication. Please do not hesitate to ask questions, or ask for help, in or out of class. (Unless there is a privacy issue at stake, in-class is often best, since your classmates may have the same questions or concerns that you do, and then you are helping them, too.) If you have any special needs that I should be aware of, please let me know, and I will make accommodations as necessary.

I have found this quote helpful in defining what I expect from students: “do not mistake activity for achievement” (Newcomer, n.d., n.p.).

**Course Areas of Study**

1. Provide students with a comprehensive knowledge of quantitative communication research methods.
2. Provide students with the ability to apply research skills through data-based study.
3. Develop students’ competence in formulating research questions and hypotheses, constructing research designs, conducting data analysis, reporting results, and analyzing implications of findings.
4. Provide students with experience in data entry and statistical data analysis.
5. Develop students’ understanding of sampling, measurement, and scale development in communication research studies.
6. Cultivate students’ abilities to locate, critically read, and summarize research.

**Course Policies**

**Attendance**

1. You are expected to be in class each meeting. The nature of this topic is such that your participation in discussion and completion of exercises is a valuable and necessary part of the course experience.
2. I don't make distinctions in terms of "excused" vs "unexcused" absences. If you talk to me in advance about missing or have an emergency that you let me know about **with documentation** as soon as possible, I make sure that you are able to turn in assignments for full credit. **I EXPECT THE SAME LEVEL OF PROFESSIONALISM FROM YOU THAT YOU WOULD GIVE TO AN EMPLOYER.**
3. If you have a legitimate reason for not being in class (decided by me), you must tell me as far as possible in advance or provide a doctor’s note in case of unexpected illness. If you are involved in sanctioned university activities that will cause you to miss class such as athletics or the forensics team, I need a schedule of classes that you will miss and a signed note from your coach or supervisor verifying that you are on the team.
4. University Bereavement policy: Students who experience the death of an immediate family member or relative as defined in the University Student Bereavement Policy will be excused from class for funeral leave, subsequent bereavement, and/or travel considerations. Students are responsible for providing appropriate documentation to the Dean of Students office and for contacting the instructor as soon as possible to make arrangements for completing missed work. More information is available in the Student Bereavement Policy at <https://policy.illinoisstate.edu/students/2-1-27/>

**Problems**

Any work worth points is expected at the beginning of the class period in which it is due (or at the assigned time it is due in the case of online assignments). **ALL ELECTRONIC ASSIGNMENTS MUST BE SUBMITTED AS WORD DOCUMENTS. NO OTHER FORMAT WILL BE ACCEPTED AND IF YOU DO NOT SUBMIT A WORD DOCUMENT BY THE DATE AND TIME AN ASSIGNMENT IS DUE, YOU WILL RECEIVE ZERO POINTS AND WILL NOT BE ALLOWED TO MAKE UP THE ASSIGNMENT.** Late assignments will NOT be accepted and makeup exams will not be given if you miss them – you will receive a ZERO. I will work with you if you have an excused absence (determined by me) AND arrangements have been made with me prior to the class meeting. I want to help you in any way possible but will not accept less than your full effort. Like most instructors, I am more understanding if you keep me informed. If you encounter problems, please let me know right away. Make sure to anticipate those predictable problems so that you can prevent them. For example, losing something on a computer that you did not back up is a problem that need not occur if you are looking ahead. (Supplies only run out when you need them, because that is the only time you use them!)

**Cheating/plagiarism**

Evidence of plagiarism or cheating on papers, speeches, or exams will result in an F on the assignment and possible dismissal from the university. The University Handbook contains the plagiarism policy that will be followed in this course and all ISU courses.

**Special Needs**

Any student needing to arrange a reasonable accommodation for a documented disability and/or medical/mental health condition should contact Student Access and Accommodation Services at 350 Fell Hall, Office Phone (309) 438-5853, Video Phone (309) 319-7682 or visit the website at [StudentAccess.IllinoisState.edu](https://studentaccess.illinoisstate.edu/index.php)

**Mental Health Resources**

Life at college can get very complicated. Students sometimes feel overwhelmed, lost, experience anxiety or depression, struggle with relationship difficulties or diminished self-esteem. However, many of these issues can be effectively addressed with a little help. Student Counseling Services (SCS) helps students cope with difficult emotions and life stressors. SCS is staffed by experienced, professional psychologists and counselors, who are attuned to the needs of college students. The services are FREE and completely confidential. Find out more at Counseling.IllinoisState.edu or by calling (309) 438-3655.

**School of Communication Research Announcement Board Webpage**

There will be a few extra credit opportunities for research participation. The extra credit points will be added to your final grade during finals week. There are no guarantees for extra credit, and it is each student’s responsibility to be aware of and take advantage of such opportunities. You may receive extra credit for participating in any of the studies in the School of Communication’s Research Announcement Board. The Research Announcement Board is updated as research studies are opened/closed, and it is your responsibility to access the Board and be aware of available opportunities. The Research Pool can be accessed via: <https://sites.google.com/site/ilstusocstudies/school-of-communication-research-study-announcement-board>

Each project listed on the Research Announcement Board site will indicate the specific number of Research Credits associated with the project. The course instructor will get evidence of participation and the time of participation from the researcher(s) who administer the research studies at the conclusion of the semester; however, it is your responsibility to make sure that the researchers have the necessary evidence of your participation at the time of the study. Before participating in a study, please be sure to have your name, ULID (i.e., the part of your email before @ilstu.edu), instructor name, and course and section number ready, as you will need to provide these to receive credit. Research Credit can only be applied to one course for each study, unless specified otherwise in the Research Board. A maximum of 5% of your final course grade can be earned from extra credit opportunities via the Research Board. After the final exam there

will be no further opportunities to improve your grade. Please also be aware that federal guidelines indicate that instructors offering extra credit for research participation must offer a reasonable alternative (such as a research paper) for students who want to earn extra credit but do not want to participate in a study.

**Assignments**

3 exams @ 100 points each 300

Individual Term project 155

Research application problems and other small assignments 80

Reading Objectives 65

600 points total: 90%-100% = A, 80-89% = B, 70-79% = C, 60-69% = D, < 60% = F

**Exams**

There will be three exams during the semester. Exams will assess your understanding of communication research concepts, as well as your application and integration abilities.

**Term Project**

You will write a research proposal containing a rationale, literature review, and methods of an empirical study of a communication phenomenon. More details will be available on the course Canvas page.

**Research Application Problems and Other Small Assignments**

You will be assigned coursework throughout the semester that will allow you to apply the concepts you read about and we discuss in class. Assignment details will be posted on the course Canvas page.

**Course Schedule**

The course schedule will be posted on the course Canvas page. All assignments, reading and otherwise, will be posted on Canvas, so make sure you consult the page frequently. YOU ARE RESPONSIBLE FOR ALL ASSIGNMENTS LISTED ON CANVAS, EVEN IF I DON’T MENTION THEM DURING THE CLASS PERIOD PRIOR TO WHEN THEY ARE DUE. Course schedules are tentative and will be updated with any changes before the next class period.