

**COMM 4484-01-Mass Media Research**  
Tuesdays & Thursdays, 3:30 pm – 4:50 pm  
Humanities 312  
Fall Semester 2015

<b>Instructor:</b>	Dr. Patrick Hadley
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<b>E-mail:</b>	D2L Email (preferred email for normal course-related communications)
<b>Office Hrs-F2F:</b>	Tuesdays & Thursdays: 11:00 am – 1:30 pm Fridays: By appointment only
<b>Office Hrs-Virtual:</b>	Tuesdays & Thursdays: 1:30 pm - 3:00 pm Mondays & Wednesdays: 11:00 am - 12 noon

### Overview

A survey of qualitative and quantitative research methods, data analysis and reporting procedures, and a critical analysis of research applications for print, telecommunication, electronic media, public relations, and advertising research.

You are responsible for learning all material presented in lectures and assigned readings. You are also expected to complete assigned readings prior to class, and to be prepared to make informed contributions to discussions and in-class activities. Lectures will focus on central concepts in assigned text, and periodically draw on information from additional sources. If you have questions at any point concerning course expectations or material, I encourage you to e-mail or visit me during office hours.

### Department of Mass Communications Learning Outcomes

1. Awareness: Students will demonstrate *awareness* of mass communications scholarship, i.e., theory/research; paramount economic, ethical, legal/policy, social, and technological issues; and the role of principle personalities and stakeholders within the context of freedom of speech, freedom of press, media competition, media convergence, diversity, and/or social responsibility. ACEJMC defines awareness as familiarity with facts, concepts, theories, laws and regulations, processes and effects.
2. Understanding: Students will demonstrate *understanding* of mass communications scholarship, i.e., theory/research; paramount economic, ethical, legal/policy, social, and technological issues; and the role of principle personalities and stakeholders within the context of freedom of speech, freedom of press, media competition, media convergence, diversity, and/or social responsibility. ACEJMC defines understanding as assimilation and comprehension of information, concepts, theories and ideas.
3. Application: Students will demonstrate effective application of mass communications scholarship, i.e., relate and/or apply concepts, theory/research, and professional principles to analyze and synthesize information, create, develop, produce, and/or write for converging digital, multi-media, and traditional media. ACEJMC defines application as competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

## Course Learning Objectives

To identify and explain the role of research in mass media, public relations, advertising, and social media decision-making (*Awareness/Understanding*)

To explain the research process and define the elements of research, particularly concepts, constructs, variables, measurements, reliability and validity (*Awareness/Understanding*)

To define major mass media research methods and explain similarities, differences, advantages, and disadvantages (*Awareness/Understanding*)

To compare and contrast similarities and differences between industry and academic research (*Understanding*)

To conduct, analyze, evaluate, interpret, and communicate research (*Application*)

## Required Text/Readings

Wimmer, Roger D & Dominick, Joseph R. (2014). *Mass Media Research: An Introduction* (10th Edition). Boston: Wadsworth/Cengage Learning..

Other assigned readings, videos, and online content.

## Student Rights and Responsibilities

Please carefully review the following information at this link ([http://www.westga.edu/assetsDept/vpaa/Common\\_Language\\_for\\_Course\\_Syllabi.pdf](http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf)). It contains important material pertaining to your rights and responsibilities in this class. Because these statements are updated as federal, state, and accreditation standards change, you should review the information each semester.

## Attendance/Participation

You are required to attend all regularly scheduled class sessions. Class absence may compromise performance on exams given that exams will cover material presented in lectures and assigned readings. Class absence also may result in incomplete experiential research assignments that are assigned as in-class collaborative assignments. Arriving after class begins or leaving before class ends is discouraged as such behavior may distract the class.

You are allowed **three unexcused absences without penalty**. An unexcused absence beyond the three approved unexcused absences lowers your final grade percentage by one-half point (0.5 percent).

Note: It is YOUR RESPONSIBILITY to be aware of your attendance. EACH unexcused absence beyond the three approved unexcused absences lowers your final grade percentage by one-half a percentage point (0.5), up to a maximum grade percentage reduction of five percent. Arriving more than ten minutes late for class or leaving more than ten minutes before class ends also may lower your final grade percentage by one-half a percentage point. However, absences, late arrivals, and early leaves are

excused in cases of unavoidable situations substantiated with documentation. Requests must be made at least two hours before or after the class for which you are absent, arrive late, or leave early. The Google Voice number is available for urgent situations. To request an early or make-up exam under normal circumstances, contact me or leave a message and contact number at my office phone number of 678-839-4931.

### **CourseDen (D2L)**

During the online component of the course, we will primarily use CourseDen (D2L) Discussions, Dropbox, Quizzes, Email, and Grades tools. You are expected to log in to CourseDen (D2L) regularly throughout the week, but especially within 24 hours of each scheduled class session. For CourseDen (D2L) assistance, including orientations and troubleshooting, I encourage you to reference the technical support resources at the bottom of your CourseDen homepage: UWG Online Helpdesk Services (<http://uwgonline.westga.edu/students.php/>), via email at [online@westga.edu](mailto:online@westga.edu), or by phone at 678-839-6248.

The *Discussions* tab is where you will go for virtual classroom discussions.

The *Dropbox* is where you will access your assignments for class, where you will submit assignments to be graded, and where you will receive feedback.

### ***Grades***

You will use the *Grades* tab to view your grades in the class. Exam scores will typically be posted within three days of an exam. Grades for experiential research assignments will typically be posted within a week of due dates.

### ***Email***

The *Email* tool allows the members of the class to exchange emails with each other, and to exchange emails with me. Each time you log in, it is important that you check *Email*, particularly for messages from me. Do not send e-mail related to this course to my UWG e-mail address (unless you cannot access CourseDen).

### **Exams**

You are expected to complete three in-class exams. Students will have the full class period to complete the exam.

Exams will cover assigned readings, videos, and related content, along with lecture material. Exams may include multiple-choice, true-false, matching, short-answer, and extended answer questions.

To ensure that exams are fair, a question analysis is performed for each exam to compare the responses of students who score in the upper quartile to the responses of those who score in the lower quartile. When the majority of students who score in the upper and lower quartiles perform poorly on particular questions, I give everyone credit for such questions if I find reasonable cause that the questions proved excessively difficult for the majority.

Early or make-up exams will be permitted only in cases of unavoidable situations outside the student's control, substantiated with documentation. Requests for early exams must be made at least 48 hours prior to the exam. To request an early or make-up exam, contact me or leave a message and contact number at 678-839-4931.

### **Experiential Research Team Assignments**

To illustrate the complexity of conducting, analyzing, evaluating, interpreting, and reporting research, you will be required to complete four experiential research assignments in teams. These assignments are designed to explore specific research issues in more depth and to encourage critical thinking and collaborative decision-making skills. Guidelines and grading criteria for these team research assignments will be posted on the D2L course site and provided in a separate course handout.

### **Social Media Research Presentation**

Guidelines will be presented later in semester.

### **Evaluation**

Assignments will be weighted as follows:

Exam 1	15%
Exam 2	15%
Exam 3	15%
Experiential Research Assignment #1	15%
Experiential Research Assignment #2	15%
Experiential Research Assignment #3	15%
Social Media Research Presentation	5%
<u>Attendance/Participation</u>	<u>5%</u>
<b>TOTAL</b>	<b>100%</b>

Assignment and final grades will be based on the following percentage scale.

A	90% - higher
B	80% - 89%
C	70% - 79%
D	60% - 69%
F	59% - lower

In the interest of academic integrity and fairness, please note that at the end of the semester, I do not offer extra credit opportunities, since grades may already include extra credit for problematic exam questions and bonus exam questions.

I round up final grade percentages, so a final grade percentage of 89.50 would be rounded up to 90. However, a final grade percentage of 89.49 would NOT be rounded up. Each point on every assignment is important to your final grade percentage and final letter grade.

[END OF SYLLABUS]

[CLICK HERE FOR [WEEKLY SCHEDULE IN SEPARATE DOCUMENT](#)]