

**COMM 4484-01-Mass Media Research**  
Mondays & Wednesdays, 11:00 am - 12:15 pm  
Humanities 312  
Fall Semester 2017  
(*Version 2 - updated 8/14/17*)

**Instructor:** Dr. Patrick Hadley  
**Office:** Humanities 214  
**Office Phone:** 678-839-4931  
**Google Voice:** 404-919-7349 (for urgent communications outside of office hours)  
**E-mail:** CourseDen D2L Email (preferred email for normal course-related communications)  
**Office Hrs-F2F:** Mondays & Wednesdays: 9:30 am – 10:30 am; 3:45 pm - 5:15 pm  
**Office Hrs-Virtual:** Tuesdays & Thursdays: 9:30 pm - 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 content. 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 our 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 email 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 principal 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 principal 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

Keyton, Joann (2015). *Communication Research: Asking Questions, Finding Answers* (4th Edition). New York: McGraw-Hill Education.

Other readings, videos, and online content as assigned.

## 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, including accessibility guidelines and the university honor code. Because these statements are updated as federal, state, and accreditation standards change, you should review the information each semester.

## Attendance/Participation

You are strongly encouraged to attend all regularly scheduled class sessions. Class absence may compromise performance on exams given that they 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.

## 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 *Assignments* tab 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~~ **online** exams (**in the *Quizzes* area in D2L**). Each exam will cover the equivalent of three to five chapters, and will include 40 - 60 questions. You will have the **full 75 minutes of a regular class period to complete the online 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 three 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.

## Late Work Policy

Guidelines for all assignments will be available at least two weeks before deadlines. Thus, there will be NO acceptance of unexcused late work, including the experiential research team assignments, social media research presentation, or online exams. If you miss an exam, you will receive zero points. If your **team** fails to submit an experiential research assignment, **all members of your team** will receive zero points. Also, there will be no make-up of exams or other assignments unless the absence is excused prior to the missed work and arrangements have been made for completing the work. Please contact me immediately if there are workload sharing among your experiential research team members.

## 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%
<u>Social Media Research Presentation/Feedback</u>	<u>10%</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]

**Weekly Schedule (Subject to change)**  
**COMM 4484 - Mass Media Research**  
**Fall 2017**

<b>Week</b>	<b>Lecture/Discussion Topic</b>	<b>Assigned Content</b>
<b>Wk 1</b>  8/9  8/12	<b>Overview</b>  Course Overview/Syllabus Review	No reading assignment
<b>Wk 2</b>  8/14  8/16	<b>Relevance of Research in Media</b>  Discussion of Significance of Research (Selection of 2 - 3 person teams for experiential research assignments)  Introduction to Communication Research	Chapter 1 and online resources
<b>Wk 3</b>  8/21 & 8/23	<b>The Research Process &amp; Research Ethics</b>	Chapters 2 & 3 and online resources
<b>Wk 4</b>  8/28 & 8/30	<b>Introduction to Quantitative Research</b>	Chapter 4 and online resources
<b>Wk 5</b>  9/4  9/6	<b>Measurement</b>  <b>**Labor Day-- No Classes**</b>  Discussion of Measurement (F2F class will meet)	No F2F class meeting   Chapters 5 and online resources
<b>Wk 6</b>  9/11  9/13	<b>Assessments</b>  <del><b>**Experiential Research Team Assignment #1 due by 9:00 pm on 9/11**</b></del> (Post in D2L Assignment area) <b>Discussion of Chapter 5, Experiential Research Assignment and Exam #1 topics</b> UNIVERSITY CLOSED  <b>** Discussion of Chapter 5, Experiential Research Assignment and Exam #1 topics (9/12/17 update)</b>	Face-to-Face class <b>WILL MEET</b>  <b>Face to Face class WILL MEET</b>

	<p><b>*Online Exam #1 (covers Chaps. 1 - 5 content)</b>          Accessible on 9/13 via Quizzes link in D2L between 6:00 am and 11:59 pm Eastern Time (<b>no F2F class</b>)</p>	<p><b>(9/12/17 update) NO Face-to-Face class meeting</b></p>
<p><b>Wk 7</b>          9/18 &amp; 9/20</p>	<p><b>Mon, 9/18 - Online Exam #1 (covers Chaps 1 - 5)</b>  <b>Accessible on 9/18 via Quizzes link under Assessments tab between 6:00 am and 11:59 pm (9/12/17 update)</b></p> <p><b>Wed, 9/20-**Experiential Research Team Assignment #1 due by 9:00 pm on 9/18** (Post in D2L Assignment area) (9/12/17 update)</b></p> <p><b>Quantitative Research: Populations, Samples, Sample Size</b></p>	<p>Mon-Face-to-Face class <b>WILL <u>*NOT*</u> MEET</b></p> <p>Wed-F2F class <b>WILL Meet</b></p> <p>Chapter 6 and online resources</p>
<p><b>Wk 8</b>          9/25 &amp; 9/27          9/29</p>	<p><b>Quantitative Research: Populations, Samples, Sample Size</b></p> <p><b>Quantitative Research Designs</b></p> <p><b>**SEPT. 29 is the last day to withdraw from course with a "W"***</b></p>	<p>Chapter 6 and online resources</p> <p>Chapter 7 and related resources</p>
<p><b>Wk 9</b>          10/2 &amp; 10/4</p>	<p><b>Quantitative Research Designs</b></p> <p><b>Surveys &amp; Questionnaires/Assessment</b></p>	<p>Chapter 7 and related resources</p> <p>Chapter 8 and online resources</p>

<p><b>Wk 10</b></p> <p>10/9</p> <p>10/11</p>	<p><b>Assessment</b></p> <p><b>Surveys &amp; Questionnaires/Assessment</b></p> <p><del>*Experiential Research Team Assignment #2 due by 9:00 pm on 10/9</del> (Guidelines to be announced; post in D2L Assignments area- <b>F2F class meeting</b>)</p> <p><del>*Online Exam #2</del> (Covers Chapters 6 – 8 and related content) Accessible on 10/11 via Quizzes link in D2L between 6:00 am and 11:59 pm Eastern Time (<b>no F2F class</b>)</p>	<p>Chapter 8 and online resources</p> <p><del>*Face-to-Face class <b>WILL MEET on 10/9</b></del></p> <p><b>*No F2F class meeting on 10/11</b></p>
<p><b>Wk 11</b></p> <p>10/16</p> <p>&amp;</p> <p>10/18</p>	<p><del>*Experiential Research Team Assignment #2 due by 11:59 pm 9:00 pm on 10/9</del> <b>Monday, 10/16</b> (Guidelines to be announced; post in D2L Assignments area- <b>F2F class meeting</b>)</p> <p><del>*Online Exam #2</del> (Covers Chapters 6 - 8 and related content) Accessible on 10/18 <b>Wednesday, 10/18</b> via Quizzes link in D2L between 6:00 am and 11:59 pm Eastern Time (<b>no F2F class</b>)</p> <p><b>Descriptive Statistics/Content Analysis/Social Media Research</b></p>	<p><del>*Face-to-Face class <b>WILL MEET on 10/9</b></del> <b>Monday, 10/16</b></p> <p><b>*No F2F class meeting on 10/11</b> <b>Wednesday, 10/18</b></p> <p>Chapter 9 &amp; Chapter 12 (and related online content)</p>

<p><b>Wk 12</b></p> <p>10/23 &amp; 10/25</p>	<p><b>Descriptive Statistics/Content Analysis/Social Media Research</b></p> <p><b>Content Analysis/Introduction to Qualitative Research/Social Media Research</b></p>	<p>Chapter 9 &amp; Chapter 12 (and related online content)</p> <p>Chapter 12/Chapter 14 (and related online content)</p>
<p><b>Wk 13</b></p> <p>10/30 &amp; 11/1</p>	<p><b>Designing Qualitative Research/Qualitative Methods/Social Media Research</b></p>	<p>Chapter 15 &amp; 16 (and related online content)</p>
<p><b>Wk 14</b></p> <p>11/6</p> <p>11/8</p>	<p><b>Research in Electronic Media/Social Media Research Applications</b></p>	<p>Online resources</p>
<p><b>Wk 15</b></p> <p>11/13</p> <p>11/15</p>	<p><b>Assessment/Presentation Overview</b></p> <p><b>Discussion of Social Media Research Presentations and Feedback Process and Exam #3 issues</b></p> <p><b>*Online Exam #3 (covers Chaps. 9,12,14,15,16 and related online content)</b> Accessible on 11/15 via Quizzes link in D2L between 6:00 am and 11:59 pm Eastern Time</p>	<p><b>*F2F class WILL meet</b></p> <p><b>*No F2F class meeting</b></p>
<p><b>Wk 16</b></p> <p>11/20 &amp; 11/22</p>	<p><b>*Thanksgiving Recess - No Classes*</b></p>	



<p><b>Wk 17</b></p> <p>11/27</p> <p>11/29</p>	<p><b>**Experiential Research Team Assignment #3 due by 9:00 pm on 11/27</b> (Post in D2L Assignments area)</p> <p><del>*Social Media Research Presentations and Feedback (in class)</del></p> <p><b>*EARLY Social Media Research Presentations and Feedback (in class)</b></p>	<p><b>F2F class WILL MEET</b></p> <p><b>F2F class WILL MEET</b></p>
<p><b>Final Exam time slot 11:00 am - 1:00 pm</b></p>	<p><del>Final Exam Period</del> <b>*Social Media Research Presentations and Feedback-- in regular classroom</b></p> <p><b>**Final Research Presentation Slides should be posted in CourseDen Discussions Area by 11:00 am.</b></p> <p>Final Exam slot is Wednesday, Dec. 6th from 11:00 am - 1:00 pm</p> <p><b>(**NOTE-No final exam is scheduled for this class**)</b></p>	

[END OF COURSE SCHEDULE - VERSION 1.2]