

COMM 3163 – Industry Research Methods
Mon-Thu, 9:00am-10:50am, JR345

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Office Hours: Tuesdays 12:30-4:30 or by appointment, 3055 Derby Hall

Required Text:

Wimmer, R. D., & Dominick, J. R., (2014). Mass Media Research: An Introduction (10th Edition). Belmont, CA: Thomson Wadsworth

Rationale and Objectives:

This course introduces major empirical research methods in the social and behavioral sciences, as well as their applications in the media and marketing research industries. It provides hands-on experiences with research processes. It serves as a foundation course for communication majors or minors who want to learn how to conduct media research and/or critically use research data and results.

Learning Objectives

1. Develop a critical understanding of knowledge and the process of acquiring knowledge
2. Understand the language of technical terms used by scientists and media/marketing research companies
3. Be able to efficiently locate, obtain, interpret, evaluate, and use information for your career development purposes

Instructor Communication

The online Carmen course and email will be the primary means of communication outside of the classroom for course adjustments, announcements, and reminders. Please be certain the email address associated with your Carmen username is able to receive emails (if forwarded to a gmail or yahoo account). **There is no guarantee I will answer your email in less than 24hrs time, so please do not expect me to be on-call 24/7.** Please be mindful of this caveat when making requests, asking for clarification, or submitting coursework. **As instructor on record for this class, I reserve the right to adjust this syllabus.**

Classroom Expectations:

We want to build a classroom climate that is comfortable for everyone. It is important that we (1) display respect for all members of the classroom; (2) pay attention to and participate in all class sessions and activities; (3) avoid unnecessary disruption during class time (e.g., having private conversations, online shopping, doing work for other classes, text messaging, etc.); and (4) avoid racist, sexist, homophobic, or other negative language that may exclude members of our campus and classroom. This is not an exhaustive list of behaviors; rather, they represent the minimal standards that help make the classroom a productive learning environment for all concerned.

Assignment Submission Policies

- All submissions are due the time listed in the syllabus. Dropboxes on Carmen will close one minute after all deadlines. If you do not receive a confirmation email from Carmen, it was not submitted properly. **Carmen “losing” your documents will not be a valid excuse.**
- Late submissions are not permitted without previous permission (within 24hrs of due date of assignment). If you realize you are behind on an assignment and realize you cannot accurately represent your abilities in the time remaining, email a persuasive argument requesting an extension immediately. Late submissions are graded on a prorated scale (late = less points).

- **You are permitted one (1) rewrite of an assignment during the term.** The revised writing assignment will be graded in full according to the assignment's rubric. You will be awarded an average of the two scores together. No rewrites will be accepted after July 31st.
- **You are welcome and encouraged to provide rough or early drafts.** I am more than happy to review a rough draft or grade an assignment before its deadline to give you an idea of your progress or where you are in the essay. This preliminary grade on the draft will not affect your actual grade. **Rough or early drafts must be emailed no less than 48hrs before the assignment is due.**

Writing Center

All students are encouraged to visit the *OSU Writing Center*. Their web address is <http://cstw.osu.edu/writingcenter> and their phone number is 688-5865. Tutors are available at the Mendenhall Lab and in the Science and Engineering Library (third floor). Walk-in hours and scheduled appointments are available; please see the web page for more information.

Academic Integrity

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. Academic misconduct on any assignment will result minimally in receiving a zero on that assignment and may also lead to further disciplinary action. Do not minimize or underestimate the danger of self-plagiarizing (using work from other courses for this course) such as copying and pasting from other assignments. Self-plagiarism is significantly unethical and counts as academic misconduct. Penalty for violation of this Code can also be extended to include failure of the course and University disciplinary action. Each student in this course is expected to demonstrate academic integrity and to abide by the Code of Student Conduct: (http://studentaffairs.osu.edu/info_for_students/csc.asp)

Accommodations for Students with Disabilities

I am available to discuss appropriate academic accommodations that may be required for students with disabilities. Requests for academic accommodations are to be made during the first week of the term, except for unusual circumstances. You can also contact the office for disability services at 292-3307 in room 150 Pomerene Hall to help coordinate reasonable accommodations (telephone 292-3307, TDD 292-0901; <http://www.ods.ohio-state.edu/>).

Grading Procedures

- Participation = Class participation (16) + research experiments (4) = 20 points
 - Daily quizzes (28 @ 5pts each, only top 20 count) = 100 points
 - Lab Assignments = 160 points
 - Reflection Essays (4 @ 30pts each) = 120 points
- TOTAL: 400 points**

Course Requirements:

1. *Lab/Class Assignments (6 exercises totaling 160 points/40%).*
 - a. Exercise 1: Ways of knowing (10 points)
 - b. Exercise 2: Library Literacy (20 points)
 - c. Exercise 3: Qualitative Research Design (40 points)
 - d. Exercise 4: Sampling & Sampling Error (20 points)
 - e. Exercise 5: Quantitative Research Design (50 points)
 - f. Exercise 6: Research Critique (20 points)

2. *Reflection Task Essays (4 at 30 points = 120/30%)*. Reading and writing about research methodology is just as important as actually applying the concepts you learn in this course. As such, you are asked to choose 3 out of 5 essay tasks, and the fourth reflection essay will be mandatory and due August 4th after classes end. These essays are due in the Carmen Dropbox by 5pm EST the day they are due.
3. *Participation (20 points/5%)*
 - a. *Class participation (16 points)*: It is expected when you come to class you are engaged with the lecture, conversations, and activities we are completing as a group. Participation will be evaluated by class attendance, constructive input during class activities, and demonstrated efforts to learn and understand the material. If you are absent, you cannot make up class participation.
 - b. *Research experiment participation (4 points)*: Since this is a research methods course, you are expected to participate in on-going research experiments and studies here at the School of Communication. This course will be enrolled as available for students to receive extra credit through the School of Communication SONA C-REP system (<http://osucomm.sona-systems.com>) or by completing an additional assignment from your instructor. For this class, 30 minutes of participation in a study = .5 points. Any studies that you must do in the laboratory (not online) accrue an additional .5 points. In general, to reach your 4 required points, you could do 3 online studies (1.5-2 points total) and 2 in-lab studies. If your class or work schedule does not permit participation in research studies, please see me immediately. If you schedule to participate in a laboratory study and DO NOT CANCEL within 24hr, it is considered an unexcused no-show. At the end of the term, I am given a report of how many studies you completed, excused from showing, and unexcused no-shows. If you have more than 1 unexcused no-show, I will not give you your research credit. In other words, if you schedule to participate and do not show more than once, you forfeit your right to accrue these points.
4. *Quizzes (100 points/10%)*. You will have one quiz per class period. Quizzes will help me assess what material you understand or are struggling with, and serve as your attendance check (or incentive to attend class) as well. Each quiz will comprise of 1-5 questions, either multiple choice or fill-in blanks. Some days the quizzes will be simple reflection or minute-reaction papers. Of the 28 given quizzes, only 20 will count towards your grade.
5. *Extra Credit (up to 8 points or 2%)*: You are permitted to accrue no more than eight (8) extra credit points by participating in more research in C-REP, or other SoC experiments and studies. Your extra credit will be applied to your lowest grade on the highest weighted assignment. There may also be additional opportunities for extra-credit during the term (mid-term evaluations of course/instructor). **Do not rely on extra credit to bump, make, or push up your grade.**

Some final thoughts:

No matter your station in your studies, junior, senior, or super-senior, try to have a little fun in this course. I promise to make material relevant in the most appropriate way and to help you build skills valuable in a variety of employment situations. I am of the opinion every student begins a course with a grade of an A. It is up to you to maintain this grade throughout the term. If there are concepts, readings, lectures, assignments, or grades you do not fully understand or would like to have clarified, please come see me. If you have specific career goals in mind (e.g., marketing, PR, research, eventual graduate school, industry) speak with me often and early, as I may be able to tailor specific activities with your future in mind.

Week	Date	Topics	Readings	Assignment
1	6/16	Course introduction		
	6/17	Ways of knowing	Ch. 1 (pp. 2-32)	Exercise 1 in class
	6/18	Library literacy		
	6/19	Learning APA formatting		
2	6/23	Research Elements	Ch. 2 (pp. 43-61)	
	6/24	In-Class Lab: Exercise 2		Reflection Essay #1
	6/25	News & magazine research	Ch. 13 (pp. 333-346)	
	6/26	Electronic Media Research	Ch. 14 (pp. 351-378)	Exercise 2 due 5pm
3	6/30	Qualitative Research Methods	Ch. 5 (pp. 115-150)	
	7/1	In-class group meeting time		
	7/2	Sampling methods – Lecture	Ch. 4 (pp. 87-111)	
	7/3	NO CLASS MEETING (prep day)		Exercise 3 due 5pm
4	7/7	Sample Methods – Activity		Reflection Essay #2
	7/8	Survey Methods	Ch. 7 (pp. 185-214)	
	7/9	In-Class Lab: Exercise 4		
	7/10	Survey Development		Exercise 4 due 5pm
5	7/14	Group work time		
	7/15	Survey Building		Survey Draft due 5pm
	7/16	In-Class Lab: Data collection		
	7/17	Descriptive statistics	Ch. 10 (pp. 267-286)	
6	7/21	Inferential statistics	Ch. 12 (pp. 305-315)	
	7/22	Inferential statistics	Ch. 12 (pp. 319-324)	
	7/23	In-Class Lab: Exercise 5		Reflection Essay #3
	7/24	NO CLASS MEETING (MEET WITH GROUP)		
7	7/28	In-Class Lab: Project work		
	7/29	In-Class Lab: Presentation prep		
	7/30	Group Presentations	ATTENDANCE REQ	Exercise 5 due 9am
	7/31	In-Class Lab: Exercise 6		
	8/4	Exercise 6, Reflection Task #4 Due 5pm EST in Carmen Dropbox		