

CCI 622	Quantitative Methods	Fall 2005
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Catalog Description: Techniques for evaluation of research design and measurement. Survey, content analysis, and experimental techniques. Assessment of reliability and validity. Data analysis, hypothesis testing, and inference strategies

Real Course Description: This course will have two primary emphases. First, it will stress the factors behind good quantitative research design. It will stress good design, but will also cover how to evaluate quantitative research. Second, it will focus on how to use, apply, and interpret statistical analysis of quantitative data. Students will undertake research projects to apply this knowledge.

Coursework:

This course will proceed as an advanced seminar, with topics emphasized according to the interests and abilities of the students. Rather than specific tests or exams, there will be a series of assignments and quizzes on a more or less weekly basis. There will also be a set of applied projects where students will design, conduct, and report on original quantitative research. The specific number and type of projects will depend to a degree on the number of, and interests of, students in the class, but will include at a minimum a secondary analysis of an existing data set, and the design, implementation, and analysis of an original quantitative research project.

Projects	50%
Assignments and Quizzes	35%
Attendance & Discussion	15%

Schedule

The precise schedule of topics will be determined by student interest and progress, and will be announced in class and posted on the Blackboard class website.

Readings

The required readings are the ones I will focus on as general texts for the class. The books listed under recommended are good resources for particular areas. You may want to pick them up if you plan on focusing on that area of quantitative analysis, or if you feel that the additional information and materials will be helpful.

I will be focusing on using SPSS for data analysis. You may want to consider getting your own set of statistical software. You may use packages other than SPSS if you prefer. The University has a site license for SPSS and several other statistical packages at a very good price (although it needs to be renewed every year). In addition, there is a

SPSS grad student edition available in the UT Computer store. It is more expensive, but the license does not expire (although the sample size is restricted to 1500 cases).

Required:

J. Sumser (2001). *A Guide to Empirical Research in Communication*. Sage.

M. Norusis, *SPSS Guide to Data Analysis*. Prentice Hall.

W. M. K. Trochim. *The Research Methods Knowledge Base*. Atomic Dog Publishing.

Recommended:

Williams, F., and Monge, P. (2000). *Reasoning with Statistics*. Wadsworth.

P.L Alreck and R. B. Settles. *Survey Research Handbook*. McGraw Hill.

S. J. Best & B.S. Krueger. *Internet Data Collection*. Sage.

K. Krippendorff. *Content Analysis: An Introduction to Its Methodology*. Sage

K. Neundorf. *The Content Analysis Guidebook*. Sage

S. R. Brown. *Experimental Design and Analysis*. Sage

R.K. Leik. *Experimental Design and the Analysis of Variance*. Pine Forge Press.

K. Jill Kiecolt & L. E. Nathan. *Secondary Analysis of Survey Data*. Sage