

CCI 640	Quantitative Methods	Fall 2006
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Old 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 projects. 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 at least one original quantitative research project.

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

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.

B. C. Cronk . *How to Use SPSS*. Pyrczak Publishing.

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.

K. Neundorf. *The Content Analysis Guidebook*. 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

C. A. Mertler & R. A. Vannatta. *Advanced and Multivariate Statistical Methods*.
Pyrczak Publishing

Tentative Schedule

The specific order of methods and data analysis will depend on student interests and backgrounds. They will be announced in advance in class and on the course website.

28 August Intro & Fundamentals of Quantitative Methods

4 September Labor Day (no class)

11 September Secondary Data Analysis & Basic Stats

18 September Basic Quantitative Design Issues – Hypothesis Testing

25 September

2 October

9 October

16 October

23 October

30 October

6 November

13 November

20 November

27 November

4 December CCI 640 Miniconference (Presentations)