

CCI 631: Quantitative Communication and Information Research Methods

Fall 2016 – Tuesday & Thursday 12:40 – 1:55

Professor: Wade Bishop, Ph.D.
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Office Hours: Tuesdays 9:00 AM -12:00 PM EST; or by appointment

GOALS AND OBJECTIVES

This course is designed to provide an overview of the concepts and tools used to design, conduct, and interpret quantitative social science research. The primary goal of this class is to give you the skills necessary to critique and produce communication and information research. Specifically, you will be asked to master the vocabulary, become an intelligent consumer of research, and develop the skills necessary for conducting reliable and valid communication research.

REQUIRED READINGS

Babbie, E. (2012). *The practice of social research* (13th ed.). Belmont, CA: Wadsworth.

American Psychological Association. (2009). *Publication manual of the American Psychological Association* (6th ed.). Washington, DC: Author

Additional readings will be available on Blackboard. Further readings may be assigned as needed.

COURSE REQUIREMENTS

Assignments: Over the course of our 15 weeks together there will be numerous short assignments dealing with issues discussed during class. It will be your responsibility to complete these assignments in full and turn them in before the due date discussed in class.

Exams: There will be two in-class exams during this course. The exams will be cumulative and will be composed of multiple choice, short answer, true-false, and essay items. They will cover everything covered in class and all assigned readings.

Peer Review: The peer review process is one of the cornerstones of modern scientific research; therefore, it is important that you start practicing now. Over the last two weeks of class, you will be asked to review two of your fellow students' final papers. For each paper, you must write a two-page review of their work. The goal is to make you better at critiquing work and to help improve the work that you review.

Presentation: At every stage of your academic career you will be asked to present your work; therefore, it is important to start practicing now. Over the last two weeks of class everyone will present their work to the class. The presentations will be 10-12 minutes each (just like most academic conferences) and will allow for questions at the end.

Final Paper: During finals week, you will turn in a 10-15 page research original proposal. The paper should contain an intro, a short literature review, and an in-depth methods section. In writing your final paper, you

should take into consideration the peer review comments and the question and discussion associated with your presentation.

GRADING CRITERIA

Research Topic	10 points
Research Update	10 points
Exam 1	15 points
Exam 2	25 points
Peer Review	10 points
Presentation	10 points
Final Paper	20 points
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Total	100 points

GRADES

At the end of the course, I will convert the points earned into a percentage:

93% and above	=	A
85% to 92%	=	B+
79% to 84%	=	B
75% to 78%	=	C+
70% to 74%	=	C
60% to 69%	=	D
below 60%	=	F

POLICIES AND PROCEDURES

Participation: Although participation isn't counted, any unexplained absences will affect your grade. Contact me as soon as possible if you cannot attend class. If you must be absent from class, you must:

- Inform me in advance or as soon as possible after class
- Submit any work due from the missed class period
- Watch/listen to the archive of the class you missed

Acceptable reasons for absence from class include:

- Illness
- Serious family emergencies
- Special curricular or job requirements (e.g., field trips, professional conferences) or participation in official university activities such as music performances, athletic competition or debate
- Military obligation
- Severe weather conditions
- Religious holidays
- Obligations for court imposed legal obligations (i.e., jury duty, subpoena)

Other reasons may also be approved.

Missing more than one class meeting for reasons other than those listed above will have a negative impact on your course participation grade.

Incomplete—A temporary grade indicating that the student has performed satisfactorily in the course, but, due to unforeseen circumstances, has been unable to finish all requirements. An "I" will not enable a student to do additional work to raise a deficient grade. All incompletes must be removed within one semester, excluding the summer term.

Academic Integrity:

“Study, preparation and presentation should involve at all times the student’s own work, unless it has been clearly specified that work is to be a team effort. Academic honesty requires that the student present his or her own work in all academic projects, including tests, papers, homework, and class presentation. When incorporating the work of other scholars and writers into a project, the student must accurately cite the source of that work. (See Standards of Conduct Honor Statement. Additional resources are available at <http://www.lib.utk.edu/instruction/plagiarism/>)”.
<http://dos.utk.edu/files/Hilltopics2013-2014.pdf>; p. 45).

UT ODS Disability Statement:

Any student who feels he or she may need an accommodation based on the impact of a disability should contact the Office of Disability Services (ODS) at [865-974-6087](tel:865-974-6087) in 100 Dunford Hall to document their eligibility for services. ODS will work with students and faculty to coordinate reasonable accommodations for students with documented disabilities.

Policy on Inclement Weather & Unforeseen Circumstances:

If the university is officially closed, classes will be canceled. I may revise the schedule after the missed session. Any type of arrangements will be discussed with you in advance and announced in class or via e-mail.

CCI Diversity Statement:

CCI recognizes and values diversity. Exposing students to diverse people, ideas and cultures increases opportunities for intellectual inquiry, encourages critical thinking, and enhances communication and information competence. When all viewpoints are heard, thoughtfully considered, and respectfully responded to, everyone benefits. Diversity and fairness unite us with the wider professional and global community

WEEK	DATE	TOPIC	READINGS	WHAT'S DUE
1	8/18	Introduction and overview		
2	8/23	The research process	Babbie Ch 1 – 3	
	8/25	Research ethics and APA format	Belmont Report UTK IRB Website APA Ch 1 and 2	
3	8/30	Variables, research questions and hypotheses	Babbie 123 – 146 Hayes Ch 1 Singleton & Straits 81-108	
	9/1	No class		
4	9/6	Writing Hs & RQs	Babbie 147 – 156 and Ch 6 Singleton & Straits Ch 5	Research Topic - due at 11:59 PM
	9/8	Workshop Measurement	Hayes (2005) Mazer (2012)	
5	9/13	Internal and external validity – Establishing causation, sampling, and design choices	Babbie Ch 4 and 7 Mook (1983)	
	9/15	Review		
6	9/20	EXAM 1		Exam 1

	9/22	Survey research – overview	Babbie Ch 9 Dillman Ch 1 and 2	
7	9/27	Survey examples	Garett (2011) Dijkmans et al. (2015)	
	9/29	Survey research – question wording, survey design and other nuances	Krosnick et al. (2014) Schwarz (1999)	
8	10/4	Qualtrics workshop		
	10/6	No Class	Fall Break	
9	10/11	Secondary data analysis	Holbert & Hmielowski (2010) Hmielowski et al. (2015)	
	10/13	No Class		
10	10/18	Experimental research (Guest Lecture)	Babbie Ch 8 Shadish & Cook Ch 1 & 2	
	10/20	Experimental research (cont.)	Thorson et al. (2012)	
11	10/25	Critiquing experiments	Cohen et al. (2015) Kock et al. (2013) Geidner & D’Arcy w/ reviews	Research Update – 1 pg. – include theory, proposed method and key variables – due at 11:59 PM
	10/27	Experiment workshop		
12	11/1	Content Analysis	Babbie (330 – 341) Krippendorff Ch 4 - 6	
	11/3	Content Analysis	Dylko et al. (2012) Dylko codesheet	
13	11/8	No Class	Election Day	
	11/10	EXAM 2	In-class and take home	
				Peer Review
14	11/15	No Class		Presentation
	11/17	Presentations and agent-based modeling	Macy & Willer (2002)	Peer Review
				Presentation
15	11/22	Presentations and computation social science	Lazer et al. (2009)	Peer Review
				Presentation
	11/24	No Class	Thanksgiving Break	
16	11/29	Presentations and closing thoughts		
FINAL	TBA			Final Paper Due

* The professor reserves the right to alter the schedule. You will be notified in class and/or via email if/when any changes occur.

** The final will be TBA