

CCI 644
Advanced Quantitative Methods

SPRING 2014
Mondays – 2:30 – 5:15 p.m. COM 420

Instructors:

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Office Hours: Tuesday 9:30 – 10:30 a.m.
Wednesday 1:30 – 2:30 p.m.
or by appointment

CATALOG DESCRIPTION:

Advanced theory and application of quantitative research methods to communication and information.

PREREQUISITES

CCI 631 or consent of instructor.

ABOUT THIS COURSE

This course extends the coursework and understanding of quantitative research methods from CCI 633 (or equivalent) by examining these methodologies in greater detail. Further, we will examine the entire research process – study design, data collection, data analysis, data reporting – and we will hone critical thinking in this area through critiques of existing research.

COURSE GOALS/OBJECTIVES

Upon the completion of this course, students should be able to:

- expand understanding regarding the application of theory to a research question
- critically evaluate communication and information research from a methodological standpoint
- conceptualize and design your own research project
- identify different research methods that may be used, including, but not limited to, survey research, experiments, and content analysis.
- Understand measurement error and ways to overcome this problem

DISABILITIES

Please contact the Office of Disability Services at 191 Hoskins Library at 865.974.6087 if you need course adaptations or accommodations. They will work with you to arrive at the appropriate program and register you for services. Also contact me so we can talk about solutions.

TEXTBOOKS – REQUIRED

Singleton, Jr., R. A., & Straits, B. C. (2010). *Approaches to social research* (5th Ed.) New York: Oxford Press:

READINGS

Readings for this class from the assigned textbook are noted on the attached schedule. There will be additional readings that are assigned as the course progresses.

PRESENTATIONS

Each student will be responsible for two 30-45 minute presentations on a given methodological topic. In addition to the assigned reading, the presenter will introduce other information from outside research. As part of the assignment, each student will provide a reading on the topic to the class at least one week prior to their presentation. An annotated bibliography on the topic is also due on the date of the presentation. A description of the expected format of an annotative bibliography will be discussed in class. The topics include:

Presentation #1 - Levels of Measurement

Presentation #2 - Validity Introduction and Assessment

Presentation #3 - Response Effects

Presentation #4 - Missing Data

Presentation #5 - Question Choice

Presentation #6 - Framing Response Options

Presentation #7 - Question context and Order/Interviewer Effects

Presentation #8 - Multiple Indicators

ASSIGNMENTS OF THE WEEK

There will be 2 “assignments of the week” which will expand on the discussions from the prior week’s class. Each student will write a 2 – 3 page paper on a research study which either explains or utilizes the concept discussed in class. At the beginning of class, one student will be randomly selected to present and discuss their paper to the class. Please attach a copy of the published study to your paper.

FINAL PAPER

The final paper/assignment in the class is a convention quality experimental design paper. Further details on this paper will be discussed in class.

ASSIGNMENTS (DUE DATES ON CLASS SCHEDULE)

Below are the titles of each assignment so you can see how they fit into our curriculum. Full descriptions of each assignment will be available as the assignment becomes relevant in the semester. Due dates are listed on the syllabus.

Methods seek-and-report	25 points
Assignment of the Week	50 (25 x 2)
Methods presentation	50 points
Final Assignment	25 points
Survey Design Paper	100 points

TOTAL 250

COURSE POLICIES

1. **ATTENDANCE:** Students are expected to attend classes regularly and promptly and are responsible for all work done in their classes while they are absent. Further, students should have read the assigned material prior to class and be prepared to participate. Attendance is mandatory for all student presentations.
2. **TURNING IN WORK:** For your own protection, you are expected to keep a photocopy or a digital file of all assignments submitted to the instructor.
3. **LATE ASSIGNMENTS:** Late assignments will have points deducted equivalent to 1 letter grade for each day late. For required, non-graded assignments, students who do not complete the assignment may have up to 5 points deducted from their final grade. Assignments are due at the beginning of the class.
4. **PLAGIARISM:** (i.e., presenting someone else's work as your own or without proper acknowledgement) or any other type of academic dishonesty (e.g., cheating on an exam) will be considered justification for failure in the course and possible dismissal from the University of Tennessee. Further information is available in *HillTopics*, the UTK student handbook.
5. **FAILING THE COURSE:** Missing the final student presentations or failing to turn in the final project will also result in course failure.
6. **CELL PHONES:** It is class policy that all cell phones and beepers be turned off before class begins. If your phone rings during class, 5 points will deducted from your final grade. If you choose to answer the call, an additional 10 points will be deducted.
7. **WRITING STYLE:** Any paper that contains three or more errors (ex: grammatical, typographical, failure to proofread, etc.) will be returned without a grade. Similarly, any paper containing 3 or more citation errors will be returned without a grade. The student will be permitted to rewrite the paper and turn it back in within a week. The final grade will reflect a 10 point deduction for each new version of the paper. If no new version is turned in, the student will receive a "zero" for the assignment.
8. **INCOMPLETES:** No incompletes will be given except in the case of severe illness and when only a small number of assignments remain unfinished.

9. **DEADLINES** Exams, papers and presentation must be completed on schedule. No makeups or extensions will be permitted unless the student contacts the instructor prior to due date and has a verifiable excuse.

10. **ACCEPTABLE SOURCES:** Only published articles from peer-reviewed journals are considered to be acceptable sources. On-line resources such as wikipedia are not to be used as sources in your assignments.

REVISED AND UPDATED SCHEDULE OF TOPICS, READINGS AND ASSIGNMENTS

January 13	Introduction to the Course Characteristics of Science	Reading: TBA Assignment #1 - Assigned
January 27	Social Measurement	Reading: Chapters 1 & 2 Assignment #1 - DUE
February 3	Platonic and Classical True Scores Levels of Measurement Presentation #1	Reading: Chapters 4 & 5 Assignment of the Week
February 10	External Validity Sampling Presentation #2	Reading: Chapter 6 Assignment of the Week
February 17	Survey Design Presentation #3	Reading: Chapter 9 & 10 Assignment of the Week Final Paper topic - DUE
February 24	Survey Design – continued Presentation #4	Reading: TBA Assignment of the Week
March 3	Experimentation Presentation #5	Reading: Chapter 7 & 8 Assignment of the Week
March 10	Experimentation – Continued Presentation #6	Reading: TBA Assignment of the Week
March 17 – Spring Break		
March 24	Observational & Behavioral Coding Mixed Methods Presentation #7	Reading: Chapter 11 & 13 Assignment of the Week
March 31	Measurement Models Conjoint Analysis	Reading: TBA Assignment of the Week
April 7	Error	Reading: TBA
April 14	Meta-Analyses Ethics Evaluation	Final Paper DUE Reading: Chapter 3 Assignment #2 - assigned
April 21	Work-Day	

FINAL

Tuesday, April 29, 2014 - 2:45 p.m. – 4:45 p.m.

Assignment #2 DUE/Paper Presentations