

<p><i>JOUR 3200:</i> <i>Mass Communication</i> <i>Research Methods</i> Fall 2016</p>	<p>Professor: Sara Champlin, PhD Email: sara.champlin@unt.edu Office Hours: 9:30 – 11:00 AM T/TH and by appointment</p>
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Being able to conduct research and interpret findings are essential skills for many occupations in the field of communications and have increased in desirability among employers in recent years. In this course you will learn about aspects of the research process from start to finish. You will be asked to explore questions pertinent to the field and perform a variety of data collection and analysis techniques to justify a decision you might make if you were at a public relations firm, advertising agency, or other occupation. In this class we will cover both qualitative and quantitative research methods including best practices for using each method and suggestions for mixed-methods studies.

Objectives:

1. Develop research questions relevant to the field and justify the contribution of these inquiries to the brand/company (the infamous “so what” question)
2. Employ data collection strategies to determine innovative insight aimed at solving research questions
3. Interpret findings from both primary data collected and from existing research in the fields of public relations and advertising and understand how this research contributes to our knowledge in these fields

Prerequisites: You should already be a JOUR major and completed the Mayborn School of Journalism’s Foundational Courses.

Required Reading/Materials: For this class you will find it useful to have access to some edition of Microsoft Excel, an audio recording program (many are free), and photo capturing device (phone camera is great). There is a folder of readings for our class posted to Blackboard, labeled with dates. You should complete the reading before coming to class that week.

Email: This is the best way to reach me (see email address above). Please do not email me less than 24 hours before something is due, as I won’t be able to 100% guarantee a response before the deadline. Note that FERPA guidelines require that I only reply to your my.unt email address.

Blackboard Issues? For the most part, Blackboard is a great resource for students. But, if you encounter any issues, you can send an email (helpdesk@unt.edu), make a call (940.565.2324), or visit 130 Sage Hall.

F41: If you foresee any event compromising your ability to complete work for this class, please let me know as soon as possible. Please schedule an appointment or visit my office hours to discuss. I expect you to be present in class and complete all assignments on time.

What Are We Doing?

This class is out of 1,000 points

Deadlines will not change and are outlined on the course calendar.

Teaching Assistant: Rita Wilson Unogwu, RitaUnogwu@my.unt.edu

Late Work Policy: The world is run by deadlines. Turn assignments in on time. Post deadline submissions will receive a 10-point deduction for each day that passes unless stated otherwise. A “new day” starts during our class, at 5:15 PM (i.e., anything turned in after class starts is considered late by one day).

Human Subjects Research Certificate (50 points): In this class you will be working hands-on with data generated by people. You must always keep in mind that human participants are not required to do anything – it is up to them to complete your survey, interview, etc. Additionally, these data must be handled with care. The National Institutes of Health offers an online training course in ethics, human behavior, and working with sensitive data. You will be asked to complete this training early in the semester so that you are prepared to collect data yourself. Having this certificate is a nice point for a resume; it shows that you understand and are ready to conduct ethical, human-centered research. *This assignment is due on September 6th. To turn in:* Bring to class a printed copy of the research certificate you receive upon completing the course. Instructions for this are posted on Blackboard under “Course Content.”

The Storm (50 points): What might come as a surprise to you is just how much brainstorming and pre-planning a research project can have. For this exercise, you are asked to find and read five articles related to the product category/behavior selected for the class. This must include at least two peer-reviewed research articles. *This assignment is due on September 13th*, and you will need to be prepared to discuss what you found in these articles. As a class, we will work together to generate thoughts about research questions for this topic. *To turn in:* Please turn in the APA style citation for each of the articles as well as a paragraph summary (for each article) explaining the contribution to our topic. You will be evaluated on the quality of the source, as well as the quality of your summary and correctness of the APA citation.

Peer Review Workshop Teams (150 points): We will engage in extensive hands-on work in this course. During the second week of class you will be assigned to a workshop team. At three points during the semester (each worth 50 points, see course calendar), you will be asked to report on your fellow team members. *To Turn In:* This will be completed through an online Qualtrics link, *due by the end of the day (11:59 PM) on the scheduled due date*. The following points (see top of next page) will be assessed and this information will be provided anonymously to each team member. Dr. Champlin and Rita will review the submissions and adjust as they see fit. If you do not turn in these evaluations, you will receive a zero for the assignment.

1. Team member was easy to get in touch with (email, text, phone, group chats, etc.)
2. Team member is at every class
3. Team member offers helpful feedback/is involved
4. Team member is a team player
5. Team member has a thorough understanding of the material and assignment
6. Free response box for comments will also be included.

Survey Draft (100 points): After working hard with your workshop team, other classmates, on your own, and with me (and Rita), you will turn in your team's final draft of your *survey on September 29th*. This will be compiled into a larger survey and distributed later in the semester. *To turn in:* You will turn in two Word document copies for review by me and by Rita.

Interview, Observation, Text Analysis Hastle Assignments (150 points): We will have three qualitative workshop assignments this semester (each worth 50 points). These assignments are meant to get your gears working on qualitative work in this area. As such, you will be asked to work alone on these assignments. *Individually, you should respond to the assignment, and submit to Blackboard by the end of our class on Thursday (6:30 PM)*. This fast turnaround is true to the real world – make use of what you have and what you can do in that time. These assignments will be graded competitively, where a “winning” student will be selected from the class!

Participation in Research (50 points): In our class we will read and examine a number of peer-reviewed research studies. As you will learn, many of these studies rely on participants completing focus groups, surveys, interviews, behavior logs, etc. Now it's your turn to participate. You are asked to complete two research studies as part of the completion of this course. I will discuss availability of these research studies on the first day of class. If you are not interested in participating in research, you must let me know in writing by 9/8 and I will provide you with an alternative assignment that will take the same amount of effort.

Research Portfolio (450 points): All of the hard work you put in this semester will culminate in an individual research portfolio, due on the last day of class (12/8).

This will consist of a written methods summary (200 points) and visual results (150 points). Thus, the portfolio and presentation are expected to have a professional, ready-for-presentation feel. Additionally, your team will present the work from the semester (100 points). While the presentation will be with your team, but each person is expected to participate.

You will be graded on the apparent effort put into each piece, how well the research is presented and the contribution your research has for the brand/product category. In the final weeks of the semester, your workshop team will present their findings. This presentation should be professional, as if you were working on behalf of the brand or competitor. We will discuss the final research portfolio during the second week of class and I will answer any questions you have about formatting, content, layout, etc.

<i>Week</i>	<i>Focus</i>	<i>Dates</i>	<i>Topic(s)</i>	<i>Notes</i>
1	Introduction to Research	8/30, 9/1	Research in communications What it is + Why we need it	<i>Remember: Readings for the semester are posted in folders on Blackboard!</i>
2	Introduction to Research	9/6, 9/8	Research Ethics & Process Steps and Strategies Information Literacy	9/6: IRB Certificate Due
3	Asking Questions	9/13, 9/15	Beginner's Guide to Asking Questions Honing What It Is You Want to Know	9/13: The Storm
4	Asking Questions	9/20, 9/22	Wait, What? A Deeper Look at Asking Questions	
5	Asking Questions	9/27, 9/29	Locking It In Practical Uses of Online Survey Software	9/29: Final Survey Draft Due, Workshop Feedback #1
6	Qual	10/4, 10/6*	Interviews & Qual Analysis A Different Type of Questioning	10/6: Interview Hustle
7	Qual	10/11, 10/13*	Observation	10/13: Observation Hustle
8	Qual	10/18, 10/20*	Thematic Analysis	10/20: Thematic Analysis Hustle, Workshop Feedback #2
9	Quant	10/25, 10/27	Data Analysis & Visualization	
10	Quant	11/1, 11/3	Data Analysis & Visualization	
11	Quant	11/8, 11/10	Data Analysis & Visualization	
12	Development	11/15, 11/17	Consultations	
13	Development	11/22, 11/24	Consultations	11/24: Thanksgiving
14	Pitching	11/29, 12/1	Presentations	
15	Pitching	12/6, 12/8	Presentations	12/8: Research Portfolios Due, Workshop Feedback #3

JOURNALISM REQUIREMENTS & GUIDELINES

JOURNALISM COURSE REGISTRATION

- Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first serve program.
- By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you haven't taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an advisor.
- A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed the GSP test, all foundational courses, and Math 1680/1681. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses.

RE-TAKING FAILED JOURNALISM CLASSES

Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for one calendar year after the date you received the second failing grade. Once a student has waited one calendar year after failing a course twice, the student may submit a written appeal to the director to be approved to enroll a third time. Students will not be allowed to re-take a failed journalism course more than three times.

TEXTBOOK POLICY

The Mayborn School of Journalism doesn't require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

FIRST CLASS DAY ATTENDANCE

Journalism instructors reserve the right to drop any student who does not attend the first class day of the semester.

OFFICE HOURS

I have office hours available as stated at the top of the syllabus. If you have a complicated question, office hours are best.

ATTENDANCE

This is a medium-sized class. Throughout the semester I will periodically take attendance, but I will not announce when this will occur. Attendance is factored into your workshop team score and is a major part of your grade. You should not miss class due to traffic, car problems, work hours, etc. If you expect to be out of class for an extended period of time, you must contact me, but please do not contact me regarding other attendance-related concerns.

FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS (SAP) UNDERGRADUATES

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so has the potential to affect your current and future financial aid eligibility. Please visit <http://financial.aid.unt.edu/satisfactory-academic-progress-requirements> for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with your MSOJ academic advisor or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

ACADEMIC ADVISING

All first-time-in-college students at UNT are required to schedule an appointment with their Academic Advisor and receive an advising code to register for classes both fall and spring semesters of the first year in college. ALL students should meet with their Academic Advisor at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.

- It is imperative that students have paid for all enrolled classes. **Please check your online schedule daily through late registration to ensure you have not been dropped for non-payment of any amount.** Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc. MSOJ will not be able to reinstate students for any reason after late registration, regardless of situation. It is the student's responsibility to ensure all payments have been made.

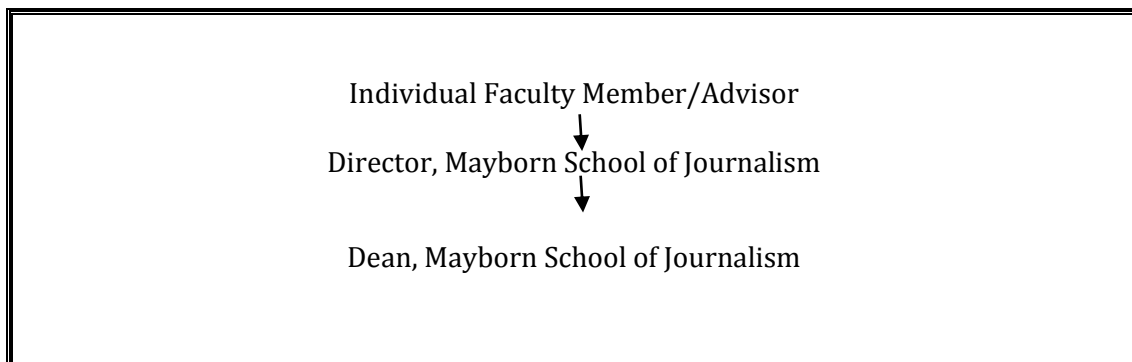
IMPORTANT DATES FOR FALL 2016

Classes Begin.	Aug 29
Census.	Sept 12
Labor Day (no classes; university closed).	Sept 5
Beginning this date a student who wishes to drop a course must first receive written consent of the instructor.	Sept 13
Last day for student to receive automatic grade of W for nonattendance.	
Last day for change in pass/no pass status.	Oct 7

Last day to drop a course or withdraw from the semester with a grade of W for courses that the student is not passing. After this date, a grade of WF may be recorded.	
Beginning this date instructors may drop students with a grade of WF for nonattendance.	Oct 8
Last day to drop with either W or WF.	
	Nov 7
Last day for a student to drop a course with consent of the instructor.	
Beginning this date, a student who qualifies may request an Incomplete, with a grade of I.	Nov 14
Last day to withdraw (drop all classes).	
	Nov 23
Last day for an instructor to drop a student with a grade of WF for nonattendance.	
	Nov 24-27
Thanksgiving Break (no classes, university closed).	
	Dec 8
Last Regular Class Meeting.	
Reading Day (no classes).	Dec 9
<u>Final Exams.</u>	Dec 10-15
End of term.	Dec 16

ACADEMIC ORGANIZATIONAL STRUCTURE

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, please follow the step outlined below:



OFFICE OF DISABILITY ACCOMMODATIONS

The University of North Texas and the Mayborn School of Journalism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each

faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at 940.565.4323.

COURSE SAFETY STATEMENTS

Students in the Mayborn School of Journalism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

ACADEMIC DISHONESTY

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works *without* full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook. **For any project for which academic dishonesty is determined, including assignments, papers, etc. (everything you get a grade for), you will receive a zero for that assignment and, in some cases, further grade reductions (such as an F in the course) will be administered on a case-by-case basis, depending on the severity. We will discuss cheating and plagiarism in class to see if you have any questions about this.**

MSOJ ACADEMIC INTEGRITY POLICY

The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all areas of journalism. The school's policy aligns with UNT Policy 18.1.16 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

CLASSROOM POLICIES

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom, and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including university and electronic classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at http://www.unt.edu/csrr/student_conduct/index.html.

The Mayborn School of Journalism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

STUDENT PERCEPTIONS OF TEACHING (SPOT)

Student Perceptions of Teaching (Spot) is a requirement for all organized classes at UNT. This short survey will be made available towards the end of the semester to provide students a chance to comment on how this class is taught. Student feedback is important and an essential part of participation in this course.

FINAL EXAM POLICY

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts.

ACCESS TO INFORMATION

As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site www.my.unt.edu. If you do not regularly check EagleConnect or link it to your favorite e-mail account, please do so, as this is where you learn about job and internship opportunities, MSOJ events, scholarships, and other important information. The website that explains Eagle Connect and how to forward your email: <http://eagleconnect.unt.edu/>

COURSES IN A BOX

Any MSOJ equivalent course from another university must receive prior approval from the MSOJ academic advisor to insure that all MSOJ degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence must have prior advisor approval.

IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in multiple on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

- (1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
- (2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

DROPPING AN ONLINE COURSE

A student needing to drop an online course should send their instructor an email with their name, student ID#, reason for dropping a course, and date you are sending the email. This *must be done prior to the UNT deadline to drop a course*.

If approved, the instructor will contact the MSOJ Undergraduate Office in GAB 102 where you may obtain a signed drop form. **It is your responsibility to turn in the completed drop slip to the UNT Registrar's office before the deadline to make sure you have been dropped from the course with a "W".** If you are taking only online courses and your instructor approves the drop, please contact the MSOJ head advisor for instructions.

EMERGENCY NOTIFICATION & PROCEDURES

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at www.my.unt.edu. Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, your instructor will communicate with you through Blackboard regarding assignments, exams, field trips, and other items that may be impacted by the closure.

STUDENT PERCEPTIONS OF TEACHING (SPOT)

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The short SPOT survey will be made available **Nov. 21 – Dec. 6** to provide you with an opportunity to evaluate how this course is taught. For the fall 2016 semester you will receive an email from "UNT SPOT Course Evaluations via *IASystem* Notification" (no-reply@iasystem.org) with the survey link. Please look for the email in your UNT email inbox. Simply click on the link and complete your survey. Once you complete the survey you will receive a confirmation email that the survey has been submitted. For additional information, please visit the spot website at www.spot.unt.edu or email spot@unt.edu.

Statement of Student Learning Outcomes

Statement of Student Learning Outcomes, UNT Mayborn School of Journalism

Since 1969, the UNT Department of Journalism (Mayborn School of Journalism effective September 1, 2009) has been accredited by the Accrediting Council on Education in Journalism and Mass Communication. This national accreditation also extends to the Mayborn Graduate Institute of Journalism, the only accredited professional master's program in Texas. About one-fourth of all journalism and mass communication programs in the United States are accredited by ACEJMC. National accreditation enhances your education here, because it certifies that the department and graduate institute adhere to many standards established by the council. Among these standards are student learning outcomes, covered by journalism courses in all sequences.

This course, JOUR 3200, will help to meet the student learning outcomes that have been checked by your professor, Dr. Sara Champlin.

Each graduate must:

- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- Apply basic numerical and statistical concepts.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.