

<p>JOUR 3200: Mass Communication Research Methods Fall 2018, Online</p>	<p>Professor: Sara Champlin, PhD Email: sara.champlin@unt.edu</p>
---	--

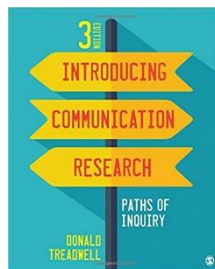
Being able to conduct research and interpret findings are essential skills for many occupations in the field of communications and have increased in desirability among employers in recent years. In this course you will learn about aspects of the research process from start to finish. You will be asked 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 professional position. 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 through the distillation of existing research.
2. Review, select, and utilize appropriate qualitative research methods to answer questions of how + why a phenomenon takes place.
3. Create quantitative research questions and produce, analyze, and visualize questions about how much of a phenomenon takes place.

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

Required Reading/Materials: The textbook we’ll be use for this class is: Treadwell, D. (2017). *Introducing Communication Research: Paths of Inquiry*. Thousand Oaks, CA: SAGE Publications. Third edition.



This book is a great introductory book and will be a solid resource for you to have around in the (likely) event that you need to do research at a future job or in another class.

Quick note about textbooks: The Mayborn does not require you to purchase books at the campus bookstore – you may purchase this book from other vendors as needed.

Other Materials: For this class you will find it useful to have access to some edition of both Microsoft Excel and Powerpoint, an audio recording program (many are free), and photo capturing device (phone camera is great). We will also learn about and use the online program, Qualtrics, to build surveys. This is free for UNT students to use.

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.

No Baloney: It's hard to learn in an environment that feels uncomfortable. In this class, you are required to exhibit respect to me, your classmates, and any speakers. I take this seriously. We're here to learn. Should it be determined that you are disruptive in class, regularly absent, exhibiting signs of harmful behaviors, etc. a formal report will be submitted to the Dean of Students Office, the UNT CARE Team, or other corresponding committee. This policy applies to violations of the honor code. This policy also applies to ANY discussion of hate, discrimination, harassment of any person for any reason.

Late Work Policy: The world is run by deadlines. Turn assignments in on time. Submissions after the deadline will receive a 10-point deduction for each day that passes unless stated otherwise. A "new day" starts during our class, at 10:00 AM (i.e., anything turned in after class starts is considered late by one day). Give yourself enough time to complete assignments in line with the guidelines.

>>> What Are We Doing? <<<

This class is out of 1,000 points. Deadlines will not change and are outlined on the calendar (next page).

I can't over emphasize the importance and opportunity available to you in this class! Employers are LOOKING FOR RESEARCH METHODS SKILLS. Why? The ability to perform data collection and analysis shows that you can build an evidence base (to support decisions your brand/clients/firm makes) and engage in problem solving. Also, employers are looking for individuals who can distill information (e.g. "big data") and re-package these details in a way that is meaningful to clients. While we're still using creativity, strategic thinking, and persuasion, these are demonstrated in ways that differ from your other classes.

In this class, you're going to be building your own **Research Report**. We'll be working on this report throughout the semester. Your final research report will be due on 12/6 (300 points). The purpose of this report is to have a succinct piece that showcases the skills you develop in this course.

Introduce Yourself! (25 points) This quickie assignment is located in the Course Opener module. Please follow the instructions listed within that component.

Pre-Course Welcome Survey (25 points) Another quickie assignment due during the first week of class – also found in the Course Opener module. The purpose of this survey is to determine what your interests are, what type of bridging we need from your stats/other courses, what you already know about research methods, etc. Easy points!

Human Subjects Research Training (50 points) This is a training required by the university for anyone engaging in research. It's a good thing to put on your resume. The training itself takes a while (it took me 6 hours), so please do make sure you give yourself enough time to complete it! I'll give you more context on the importance of this assignment when this week opens.

Exercises #1-6 (50 points each, total 300) Research methods really take practice, even experienced researchers can make mistakes or forget variables, it happens. Through these exercises we'll work to build up your confidence and ability to perform a wide variety of research skills. Research methods, and the skills that come with this course, can really set you apart to employers – a key component of this course is to ensure that you feel comfortable discussing and asking questions about how we're designing and collecting data (so you can do the same at an interview!).

Quizzes 1-3 (100 points) At the end of each module, you'll have a quiz that covers all of the content from the module – including course materials, notes, and from our textbook.

Topics and Due Dates

Module		Weekly Topic (open at 10 AM)	Assignment* Due before the start of next class period (9:59 AM Mondays)
Course Opener	8/27	Course opens! Introductions, syllabus, and purpose of this course	Complete Welcome Survey Introduce Yourself!
	9/3**	Human subjects research training Begin training	Training certificate check in
What is Research?	9/10	Human subjects research training Complete training	Complete training certificate
	9/17	Research Topic Released Search + Describe	Exercise #1
Build an Evidence Base	9/24	Evaluate Source Quality Extract Key Points from Previous Research	Exercise #2
	10/1	Designing Research Questions Synthesis of Previous Research	Quiz 1
How + Why: Qualitative	10/8	Introduction to Qualitative Methods Interviews + Focus Group	Exercise #3
	10/15	Observation Importance of Note Taking	Exercise #4
	10/22	Content Analysis Qualitative Research Review	Quiz 2
How Much: Quantitative	10/29	Survey Design: Qualtrics Question Types	Exercise #5
	11/5	Data Interpretation 1 Survey Sent Out	Exercise #6
	11/12	Data Interpretation 2 Dataset Achieved	Quiz 3
Course Wrap Up	11/19	Week of Thanksgiving (No class – feel free to use this time to jump start your Research Report!)	Make sure you get Quiz #3 in before Thanksgiving
	11/26	Work on Research Report	
	12/6	Final Research Report Due (in full)	11:59 PM

*For example, class opens at 10 AM on 8/27 and will close on 9/3 at 9:59 AM.

**9/3 is Labor Day – I will open this week's module on Monday, but please do not feel obligated to work on that day (it's a holiday) – you will still have the rest of the week to complete the assignments (plenty of time)

These are requirements from the University and the Mayborn:

MSOJ Syllabus Statements

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

Please see this information on the course syllabus.

ATTENDANCE

This class meets online so there is not a formal "attendance" policy – but you do have exercises/assignments and readings to complete each week!

If you are ill or another emergency bars you from completing the work in this course, you must submit a doctor's note or other formal documentation to receive an extended deadline (prior to missing the work itself).

FINAL EXAM

This course does not have a final exam.

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.

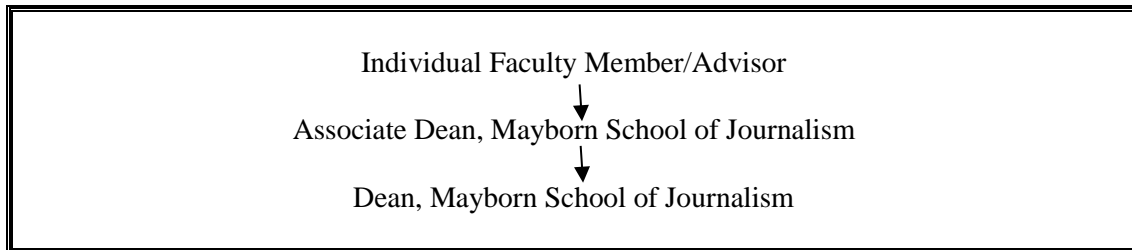
Fall 2018 Important Dates

Deadline	Regular Academic Session	8W1	8W2
Classes Begin	Aug 27	Aug 27	Oct 22
Labor Day (no classes; university closed)	Sept 3	Sept 3	Sept 3
Census	Sept 10	Sept 4	Oct 29
Beginning this date a student who wishes to drop a course must first receive written consent of the instructor	Sept 11	Sept 5	Oct 30
Last day for student to receive automatic grade of W for nonattendance			
Last day for change in pass/no pass status	Oct 5	Sept 14	Nov 9
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 6	Sept 15	Nov 10

Mid-semester	Oct 19	Sept 21	Nov 16
Last day to drop with either W or WF	Nov 5	Oct 1	Nov 26
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 12	Oct 1	Nov 26
Last day for an instructor to drop a student with a grade of WF for nonattendance	Nov 21	Oct 5	Nov 30
Last day to withdraw (drop all classes)			
Thanksgiving Break (no classes, university closed)	Nov 22 - Nov 25	Nov 22 - Nov 25	Nov 22 - Nov 25
Last Regular Class Meeting	Dec 6	Oct 18	Dec 13
Reading Day (no classes)	Dec 7	N/A	Dec 7
<u>Final Exams</u>	Dec 8 - Dec 14	Oct 19	Dec 14
End of term	Dec 14	Dec 14	Dec 14

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.

In this course, you will receive an automatic zero for the assignment if plagiarism or dishonesty is determined.

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.

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).

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 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. Spots survey dates:

- Regular session TBD
- 8W1 session TBD
- 8W2 session TBD

Acceptable Student Behavior:

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 Dean of Students 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 classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at www.deanofstudents.unt.edu

SEXUAL DISCRIMINATION, HARRASSMENT, & ASSAULT

UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these acts of aggression, please know that you are not alone. The federal Title IX law makes it clear that violence and harassment based on sex and gender are Civil Rights offenses. UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more.

UNT's Dean of Students' website offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs:

http://deanofstudents.unt.edu/resources_0. Renee LeClaire McNamara is UNT's Student Advocate and she can be reached through e-mail at SurvivorAdvocate@unt.edu or by calling the Dean of Students' office at 940-565-2648. You are not alone. We are here to help.

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.

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