

The University of Oklahoma

College of Continuing Education

Advanced Programs – Course Syllabus

Course Title:

Introduction to Quantitative Research Methods

Course Number:

COMM 5023-101

Course Description:

This course introduces students to the study of communication from a social scientific perspective. The course will cover fundamental concepts of quantitative research, research design, as well as data collection and analysis. Prior knowledge of statistics is not required, but some statistics will be covered in the course.

Class Dates, Location, and Hours:

Dates: March 3 - 5 & 10 - 12, 2017

Location: College of Allied Health, OU Health Sciences Center, 1200 N. Stonewall, Oklahoma City, OK 73117-1215

Hours: Friday 5:30-9:30 p.m.; Saturday 8:30 a.m.-4:30 p.m.; Sunday 1:00-5:00 p.m.

Last day to enroll or drop without penalty: February 2, 2017

Site Director:

Email: apokc@ou.edu. Phone: 405- 739-7365 or DSN 339-7365.

Professor Contact Information:

Course Professor: Ioana A. Cionea, Ph.D.

Mailing Address: Department of Communication
University of Oklahoma
610 Elm Avenue
Norman, OK 73019-3141

Telephone Number: 405-325-3018

Email Address: icionea@ou.edu

Professor availability: The professor will be available via email to students after the class sessions. On-site office hours are half an hour after each class session, by appointment.

Textbook(s) and Instructional Materials:

Student materials are available at the OU Follett Bookstore located at 1185 Asp Avenue; Norman, OK, and can be ordered online, by phone, by email, or by fax. Ordering online at <http://www.bkstr.com/oklahomastore/home> is strongly recommended – students can track the status of their order within 48 hours. If an order has not been shipped within three days, students can contact the Follett textbook manager by phone (405) 325-3511, (800) 522-0772 (toll-free) or email 0831mgr@fheg.follett.com. Phone orders (ask for the textbook manager and identify yourself as an Advanced Programs student) can be placed 8 a.m. to 6 p.m. Monday through Thursday; 8 a.m. to 5 p.m. on Friday; 10 a.m. to 4p.m. on Saturday (CST). Summer hours: 9 a.m. to 5 p.m. Monday through Friday (CST). Fax orders can be placed 24 hours a day at (405) 325-7770. Text prices are available online.

1. Singleton, R., & Straits, B. (2009). *Approaches to social research* (5th ed.). New York, NY: Oxford University Press. ISBN 9780195372984.
2. Materials posted on our course website on Desire2Learn (D2L). The readings will be available 30 days prior to the beginning of the class. To access D2L go to www.learn.ou.edu and sign in with

your OU NetID and password, then select our course, and access the readings folder. Please contact your local Site Director if you need assistance with D2L.

Recommended text:

Harris, S. R. (2014). *How to critique journal articles in the social sciences*. Thousand Oaks, CA: Sage. ISBN: 9781452241340.

Note: Follett is the Advanced Programs contractual textbook provider. Should text changes become necessary after publication of the course syllabus, Advanced Programs will facilitate text returns/refunds only for texts purchased through Follett.

Course Objectives:

The main goals of this course are to enable you to understand and critically assess communication and social science research. More specifically, by the end of this course it is expected that you:

- Understand the core processes involved in social scientific research.
- Understand the decision-making process that occurs at each step in the research process, and the advantages, compromises, and drawback associated with such decisions.
- Area able to design and test basic research questions and hypotheses using appropriate statistical procedures.
- Are able to appreciate and assess critically a social science project.

Course Schedule:

Day	Topic	Readings due	Assignments due
3/3/17	Introduction to science Research ethics	S & S Introduction, Ch. 1, 2, 3	Written-up study idea
3/4/17	Research design, measurement, and sampling	S & S Ch. 4, 5, 6	In-class activities
3/5/17	Experimentation	S & S Ch. 7, 8	In-class activities
3/10/17	Surveys	S & S Ch. 9, 10	In-class activities
3/11/17	Data processing Multivariate analysis Writing research reports	S & S Ch. 15, 16, 17 Coughlan et al. (D2L)	In-class activities
3/12/17	Final exam	N/A	Final exam (one page, front-to-back crib sheet allowed)

Assignments, Grading, and Due Dates:

In-class Performance (30% of course grade):

Students are expected to have read the following chapters prior to the beginning of the course: chapters 1 through 10 and chapters 15 through 17. Students should take detailed notes of the material in each chapter and bring to class questions they may have about the various concepts explained.

Students are also expected to attend all classes and come to class prepared. A series of exercises/activities and discussion questions will be completed during every class meeting and will count towards students' final grade.

On the first day of class, students should turn in a typed, double-spaced 1-2 page essay that explains an idea for a quantitative study. Students should think about a phenomenon that interests them and what they want to study, specifically, about it. Then, students should write up a description of this idea in essay format. Scholarly or non-scholarly sources are not required but are can be used to support one's explanations.

Research Article Critique (40% of course grade):

This assignment asks you to compare two **quantitative** research studies published in a communication or communication-related journal **in the past five years**. The instructor will give examples during class of articles that can work for the purpose of this critique. Your comparison of the articles should first describe the two studies, and then compare their strengths and weaknesses, based on the criteria discussed throughout the course.

The paper should be between 12 and 15 pages (excluding the cover page and references) and follow APA 6th edition in respect to formatting, writing, and citations.

The paper should be submitted electronically on D2L>Dropbox>Research Critiques no later than the date specified. Late assignments may incur a grade deduction. The instructor will return feedback electronically via D2L.

Papers will be graded based on their content, structure, and writing. Further details about how to write a successful research critique will be discussed in class.

Final Examination (30% of course grade):

The final examination will take place during the last class session. Exam questions will be drawn from the required texts from the course, lectures, class discussions and exercises/activities. Students are allowed to have a one-page (8.5” x 11”) front-to-back crib sheet for the exam.

Grading:

This is a letter-graded course: A (90%-100%), B (80%-89%), C (70%-79%), D (60%-69%), or F (<60%).

Assignment	Due Date	Percent of Grade
Attendance and participation	All class sessions	30%
Final exam	March 12, 2017	30%
Research critique	March 31, 2017	40%

Notice: Failure to meet assignment due dates could result in a grade of I (Incomplete) and may adversely impact Tuition Assistance and/or Financial Aid.

POLICIES AND NOTICES

Attendance/Grade Policy

Attendance and participation in interaction, individual assignments, group exercises, simulations, role playing, etc. are valuable aspects of any course because much of the learning comes from discussions in class with other students. It is expected that you attend all classes and be on time except for excused emergencies.

Excused absences are given for professor mandated activities or legally required activities such as emergencies or military assignments. It is the policy of the University to excuse absences of students that result from religious observances and to provide without penalty for the rescheduling of examinations and additional required class work that may fall on religious holidays. Unavoidable personal emergencies, including (but not limited to) serious illness; delays in getting to class because of accidents, etc.; deaths and funerals, and hazardous road conditions will be excused.

If you are obtaining financial assistance (TA, STAP, FA, VA, Scholarship, etc.) to pay all or part of your tuition cost, you must follow your funding agency/institution's policy regarding "I" (Incomplete) grades unless the timeline is longer than what the University policy allows then you must adhere to the University policy. Students who receive Financial Aid must resolve/complete any "I" (Incomplete) grades by the end of the term or he/she may be placed on "financial aid probation." If the "I" grade is not resolved/completed by the end of the following term, the student's Financial Aid may be suspended making the student ineligible for further Financial Aid.

Students are responsible for meeting the guidelines of Tuition Assistance and Veterans Assistance. See the education counselor at your local education center for a complete description of your TA or VA requirements.

Academic Integrity and Student Conduct

Academic integrity means honesty and responsibility in scholarship. Academic assignments exist to help students learn; grades exist to show how fully this goal is attained. Therefore all work and all grades should result from the student's own understanding and effort.

Academic misconduct is any act which improperly affects the evaluation of a student's academic performance or achievement. Misconduct occurs when the student either knows or reasonably should know that the act constitutes misconduct. Academic misconduct includes: cheating and using unauthorized materials on examinations and other assignments; improper collaboration, submitting the same assignment for different classes (self-plagiarism); fabrication, forgery, alteration of documents, lying, etc...in order to obtain an academic advantage; assisting others in academic misconduct; attempting to commit academic misconduct; destruction of property, hacking, etc...; intimidation and interference with integrity process; and plagiarism. All students should review the Student's Guide to Academic Integrity at http://integrity.ou.edu/students_guide.html

Students and faculty each have responsibility for maintaining an appropriate learning environment. All students should review policies regarding student conduct at <http://studentconduct.ou.edu/>

Accommodation Statement

The University of Oklahoma is committed to making its activities as accessible as possible. For accommodations on the basis of disability, please contact your local OU Site Director.

Adjustment for Pregnancy/Childbirth-Related Issues

Should you need modifications or adjustments to your course requirements because of documented pregnancy-related or childbirth-related issues, please contact me as soon as possible to discuss. Generally, modifications will be made where medically necessary and similar in scope to accommodations based on temporary disability. Please see <http://www.ou.edu/content/eoo/faqs/pregnancy-faqs.html>.

Title IX Resources

For any concerns regarding gender-based discrimination, sexual harassment, sexual misconduct, stalking, or intimate partner violence, the University offers a variety of resources, including advocates on-call 24/7, counseling services, mutual no-contact orders, scheduling adjustments, and disciplinary sanctions against the perpetrator. Please contact the Sexual Misconduct Office at smo@ou.edu or (405) 325-2215 (8-5), or the Sexual Assault Response Team at (405) 615 -0013 (24/7) to report an incident. To learn more about Title IX, please visit the Institutional Equity Office's website at <http://www.ou.edu/content/eoo.html>

Course Policies

Advanced Programs policy is to order books in paperback if available. Courses, dates, and professors are subject to change. Please check with your OU Site Director. Students should retain a copy of any assignments that are mailed to the professor for the course. Advanced Programs does not provide duplicating services or office supplies.

Any and all course materials, syllabus, lessons, lectures, etc. are the property of professor teaching the course and the Board of Regents of the University of Oklahoma and are protected under applicable copyright.

For more information about Advanced Programs, visit our website at: <http://www.goou.ou.edu/>

INSTRUCTOR VITA

Ioana A. Cionea

Education

- 2013: Ph.D. in Communication, University of Maryland, College Park, MD
- 2006: M. A. in Communication Studies, Northern Illinois University, DeKalb, IL
- 2004: LL. B., Dimitrie Cantemir University College of Law, Cluj-Napoca, Romania

Current Position

Assistant professor, Department of Communication, University of Oklahoma, Norman OK

Major Areas of Teaching and Research Interest

- Argumentation
- Intercultural communication
- Interpersonal communication
- Quantitative research methods

Representative Publications and Presentations

- Cionea, I. A., Van Gilder, B., & Bruscella, J. S. (2016). Modeling serial argument goal, tactics, and their effects on arguers' satisfaction in the case of three ethnic groups in the United States. *Journal of Intercultural Communication Research*. (Advanced online publication). doi:10.1080/17475759.2016.1254669
- Cionea, I. A., Hoelscher, C. S., & Iles, I. A. (2016). Arguing goals: An initial assessment of a new measurement instrument. *Communication Reports*. (Advanced online publication). doi:10.1080/08934215.2016.1184695
- Cionea, I. A. & Hample, D. (2015). Serial argument topics. *Argumentation and Advocacy, Special Issue: 30 Years of Research*, 52, 75-88.
- Cionea, I. A., Hopârtean, A.-M., Hoelscher, C. S., Iles, I. A., & Straub, S. K. (2015). A content analysis of arguing behaviors: A case study of Romania as compared to the United States. *Argumentation and Advocacy*, 51, 255-272.
- Johnson, A. J., Hample, D., & Cionea, I. A. (2014). Understanding argumentation in interpersonal communication: The implications of distinguishing between public and personal topics. *Communication Yearbook*, 38, 144-173.
- Hample, D., & Cionea, I. A. (2012). Serial arguments in inter-ethnic relationships. *International Journal of Intercultural Relations*, 36, 430-445. doi: 10.1016/j.ijintrel.2011.12.006

Representative Honors and Awards Received

- University of Oklahoma, College of Arts and Sciences, Irene Rothbaum Award for Outstanding Assistant Professor, 2016
- University of Oklahoma, Office of the Vice President for Research, Junior Faculty Fellowship, 2014
- University of Oklahoma, Department of Communication, Faculty/Staff Service and Support Award, 2014

Major Professional Affiliations

National Communication Association, 2004-present.