



EXTENDED CAMPUS

COLLEGE *of* PROFESSIONAL
and CONTINUING STUDIES

COMM 5023-102: Introduction to Quantitative Research Methods

Course Description:

This course is designed to provide you with an introduction to the knowledge necessary to understand and critique different quantitative research designs, and interpret statistical analyses.

Class Dates, Location and Hours:

Dates: April 9 - 15, 2018

Location: Washington, D.C. Liaison Office - 2189 Crystal Plaza Arcade, Arlington, VA, 22202.

Hours: Monday - Friday 6:00 p.m.-9:30 p.m.; Saturday 8:00 a.m.-4:30 p.m.; Sunday 8:00 a.m.-12:00 p.m.

Last day to enroll or drop without penalty: March 11, 2018

Site Director:

Email: apwashington@ou.edu. Phone: 703-418-4800.

Professor Contact Information:

Course Professor: Dr. Norman Wong

Mailing Address: Department of Communication
University of Oklahoma Norman, OK, 73019

Telephone Number: (405) 443-9664

E-mail Address: nwong@ou.edu

Professor availability: The professor will be available via e-mail to students before and after the class sessions. On-site office hours are half an hour before and 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@fhg.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.

Keyton, J. (2014). *Communication research: Asking questions, finding answers* (4th ed.). New York: McGraw-Hill. ISBN 9780078036910.

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:

At the end of the course, you will have a broader understanding of approaches to communication research and become more critical consumers of social science research.

Course Outline:

This course will be conducted in a seminar format where there will be a combination of both lecture & application exercises/activities.

Assignments, Grading and Due Dates:

Students are expected to have **read chapters 1-12, and 14-17** from Keyton (2014).

Attendance and participation:

Students are expected to attend all class sessions and to participate in all classroom activities and discussion. Your overall participation will be worth 10% of your final course grade.

Methodological Critique:

Prepare a methodological critique of a quantitative study published in 1 of the following 5 communication journals **within the past 5 years**: *Communication Research*, *Journal of Communication*, *Health Communication*, *Journal of Health Communication*, or *Communication Reports*. The paper should briefly summarize the study (i.e., purpose of the study, hypotheses/RQs, methods used, and results) and point out the strengths and weaknesses from a methodological standpoint. Based on the readings and lectures, each student is to generate a set of criteria for assessing the methodological quality of a study (i.e., what makes for a methodologically sound study?) Issues related to sampling, validity (both internal and external), and reliability must be addressed.

The paper must follow APA format, have a title page, a 100-word abstract, 8-10 pages of text (excluding references). **Paper will be due one week after the last class session.** The paper will be graded on a 100 points scale and worth 40% of your final course grade.

Post-seminar assignment:

Prepare a research prospectus that will extend on a previously published communication study. Specifically, you must select a study published in a communication journal **within the past 5 years**. The study **must be a cross-sectional survey-based study (i.e., no manipulation of the independent variable)**. Your task is to **transform this cross-sectional study into an experimental study**, modifying the hypotheses/RQs as needed. Provide a summary of the cross-sectional study and then discuss how you plan to modify it to turn it into an experimental investigation. You will be expected to complete a literature review & rationale section, methods section, and a proposed analysis section where you will describe the planned analyses based on the nature of your hypotheses/RQs. Also, you are expected to talk about the implications of your findings should you find support for your hypotheses.

The paper must adhere to APA format; have a title page, a 100-word abstract, 14-16 pages of text (excluding references). **Paper will be due three weeks after the last class session, May 6, 2018.** The paper will be graded on a 100 points scale and worth 50% of your final course grade.

Grading:

This is a letter-graded course: A, B, C, D, or F.

Assignment	Due Date	Percent
Attendance & Class Participation	During class sessions	10
Methodological Critique	One week after last class session - April 22, 2018	40
Post-seminar Assignment	Three weeks after last class session, May 6, 2018	50

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

Norman C. H. Wong, Ph.D.

Education

- Ph. D. 2005, University of Georgia. Department of Speech Communication, Major: Communication
- M. A. 2000, University of Hawaii at Manoa. Department of Speech, Major: Speech
- B. A. 1997, University of Hawaii at Manoa, Department of Speech, Major: Speech

Current Positions

Assistant Professor, Department of Communication, University of Oklahoma

Major Areas of Teaching and Research Interest

- Health communication
- Social cognition
- Social influence,
- Message processing,
- Interpersonal communication

I am particularly interested in designing and evaluating the effectiveness of mass-mediated health communication campaigns aimed at promoting smoking cessation among adults as well as campaigns related to reducing obesity.

Representative Publications and Presentations

- Wong, N., Ho, A., Cappella, J. N., Strasser, A., & Lerman, C. (2008, May). *Improving anti-smoking message effectiveness: Death appeals, argument strength, and message sensation value*. Paper presented at the meeting of the International Communication Association, Montreal, Canada.
- Frazee, T., & Wong, N. C. H. (2008, May). *Seeking and scanning for lifestyle information from media sources: Comparisons of healthy-weight, overweight, and obese older Americans*. Paper presented at the meeting of the International Communication Association, Montreal, Canada.
- Wong, N. C. H. (2009). Investigating the effects of cancer risk and efficacy perceptions on cancer prevention adherence and intentions. *Health Communication, 24*(2), 95-105.
- Wong, N. C. H., & Householder, B. (2008). Mood and PSA processing: Examining the impact of program-induced moods on subsequent processing of an anti-smoking public service announcement. *Communication Studies, 59*(4), 402-414.
- Wong, N. C. H., & Cappella, J. N. (2009). Anti-smoking threat and efficacy appeals: Effects on smoking cessation intentions for smokers low and high in readiness to quit. *Journal of Applied Communication Research, 37*, 1-20.

Representative Honors and Awards Received

- 2005. Top 4 Student Paper. Interpersonal Communication Division, International Communication Association.
- 2005. Dissertation Completion Assistantship. University of Georgia.

Major Professional Affiliations

- Member: National Communication Association
- Member: International Communication Association