

**Journalism 8160 (Class no.: 7365): Seminar in Mass Media Research
Spring 2016-17**

Time: T, TH (1:30 p.m. – 2:50 p.m.)

Venue: 450, Schoonover Center

Instructor: Jatin Srivastava

Office: 238, Schoonover Center

Office phone: 740.593.2595

Email: srivastj@ohio.edu

Office Hours: T, TH (12:00 p.m. – 1.00 p.m.)

Course Objectives:

- To develop a holistic understanding of research methods and their role in the research process.
- To develop theoretical and practical understanding of planning and executing research projects.
- To develop understanding of use of technology in data collection and analysis process

Study Material:

Textbook (Required):

Author: John C. Reinard

Title: Introduction to Mass Communication Research, Fourth Edition

ISBN-13: 978-0072862959

ISBN-10: 0072862955

Supporting material and readings:

Beyond the textbook, the course may additional study content. I will provide this material through blackboard.

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Evaluation/Grading:***Break up of grades (total points: 1000)***

Written research reports: 600 points
 Presentation of research reports: 150 points
 Quizzes/ Assignments: 250 points

Written Research Reports: You will be collecting data using three research methods and will write reports detailing the method, analysis, and results for each of these three projects. More detailed break up of points is as follows: 1. Focus group: 200 points; 2. Survey Research: 200 points; 3. Experimental Research: 200 points

Presentation of research reports: For each of the three projects mentioned above, you will present the methods and results to the class before you submit the written report. Each presentation will be worth 50 points.

Quizzes/Assignments: Besides the research reports and presentations, there will also be quizzes/problems that may test your understanding of issues related to method/use and interpretation of analysis tools. These quizzes, in total, will be worth 250 points.

Attendance/Participation: Since this is a seminar, class participation is an essential element of learning. Attendance is mandatory. I do understand that there might be valid reasons, which make it impossible for you to attend the class. You can miss up to six classes without any penalty. Any more missed classes after that will incur loss of one letter grade for each absence.

Beyond the six-day limit, attendance may be excused if acceptable documented proof is presented. I reserve the right to decide what is acceptable. I would like to point out that documents like advisor's note, prescription receipts, and obituaries from newspaper are more likely to be unacceptable. You have been given six excused days to address such eventualities.

Grading scheme:

A	921-1000	B-	791-820	D+	661-690
A-	891-920	C+	761-790	D	621-660
B+	861-890	C	721-760	D-	591-620
B	821-860	C-	691-720	F	0-590

Challenging a grade: For each assignment/project, I will provide a grading rubric. I will provide you break up of your grades according to this rubric after I have assigned a grade to your work. In case you are not satisfied with the grade you received, please provide me

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in writing a reason for your dissatisfaction. Please also include a statement about the grade you expect and why you think you deserve that grade. I will not entertain any verbal request for reconsideration/alteration of grades.

Late submission policy: Assignments should be uploaded on blackboard within the posted deadline. If you face uploading troubles, it's your responsibility to get the document to me within time or notify me of the difficulty. You will be penalized for delay in document submission. For each day of delay, a penalty of five points will be applied. The penalty may be waived off or reduced in case of an acceptable, documented excuse.

Academic Misconduct: Two primary forms of academic misconduct are cheating and plagiarism. Cheating involves responding to assignments/quizzes from sources not authorized for use for the assignment/quiz. Using information or material from a source and not crediting it is plagiarism. If you are not sure about crediting a source, please ask me. Not being aware of what constitutes plagiarism is not an excuse. In Cases of plagiarism, I may apply a grade penalty. I may also file a complaint with the Office of Community Standards and Student Responsibility, and university Judiciary may impose additional sanctions. If you are charged with academic misconduct, you can avail of the appeal process and also seek services of Students Defending Students, a voluntary organization. For more details, please refer to the following web link:

<http://www.ohio.edu/communitystandards/academic/students.cfm>

Accommodations for disability: Any student who suspects s/he may need an accommodation based on the impact of a disability should contact the class instructor privately to discuss the student's specific needs and provide written documentation from the Office of Student Accessibility Services. If the student is not yet registered as a student with a disability, s/he should contact the Office of Student Accessibility Services.

Course Calendar

Week 1		Assignments
January 10	Class overview and Syllabus	
January 12	Research approaches in communication: an overview (Ch. 1)	
Week 2		
January 17	Composing the communication argument (Ch. 5)	
January 19	Communication research: problems and hypotheses (Ch. 2)	

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Week 3		
January 24	Analyzing qualitative data: thematic / content analysis	
January 26	Focus groups: Overview, Discussion, & How to write focus group research reports (Ch. 7)	
Week 4		
January 31	Focus groups: Instrument/Project development	
February 2	Open class time for data collection/discussion	
Week 5		
February 7	Open class time for data collection/discussion	
February 9	Presentation of focus group reports	Presentation of focus group reports
Week 6		
February 14	Survey research: Reliability/validity issues & elements of survey design (Ch. 4, 9)	
February 16	Survey research: Elements of survey design (Ch. 4, 9)	
Week 7		
February 21	Survey research: Writing research reports & Instrument/project development	Focus Group written reports due on Blackboard
February 23	Workshop: Designing online surveys with Qualtrics	
Week 8		
February 28	SPSS refresher workshop: Transforming/computing variables, Descriptive analyses, t-tests	
March 2	SPSS refresher workshop: Correlation, Regression, Internal consistency	
Week 9 (March 6 – March 10)	<i>Spring Break: Class Not in Session</i>	

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Week 10		
March 14	Open class time for data collection/discussion	
March 16	Presentation of survey research reports	Presentation of survey research reports
Week 11		
March 21	Experimental research: Reliability/validity issues & elements of experimental design (Ch. 10)	
March 23	Experimental research: Elements of experimental design (Ch. 10)	
Week 12		
March 28	Experimental research: Writing research reports & Instrument/project development	Survey research written reports due on Blackboard
March 30	Workshop: Experiment design with stimulus presentation software	
Week 13		
April 4	SPSS workshop: Analysis of variance	
April 6	Open class time for data collection/discussion	
Week 14		
April 11	Open class time for data collection/discussion	
April 13	Open class time for data collection/discussion	
Week 15		
April 18	Open class time for data collection/discussion	
April 20	Presentation of experimental research reports	Presentation of experimental research reports
Finals Week		
Tuesday, April 25, at 12:20 p.m.		Experimental research written reports due on Blackboard

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