

Public Relations Research Schedule*

Fall 2015

M/W/F 9:30-10:20

This schedule is subject to change.

Any changes will be announced in class.

If changes occur a new schedule will be posted on Moodle for students to access.

*Tentative schedule of readings and assignments.

Week	Date Topic & Assignment(s)	Date Topic & Assignment(s)	Date Topic & Assignment(s)
1	<p>Monday, August 24</p> <p>Course Overview</p> <ul style="list-style-type: none"> ▪ Read: Syllabus & Schedule posted on Moodle ▪ Read: AP Style Tip Sheet handout posted on Moodle ▪ Read: Manship Essentials handout posted on Moodle ▪ Read: Manship 1,2,3s handout posted on Moodle 	<p>Wednesday, August 26</p> <p>The Research Process</p> <ul style="list-style-type: none"> ▪ Read: Wimmer & Dominick, chps. 1, 15 & 16 ▪ Read: Paine, chp. 1 ▪ Class survey ▪ Intro to Research Topic 	<p>Friday, August 28</p> <p>The Research Process (Secondary Sources – guest speaker)</p> <ul style="list-style-type: none"> ▪ Read: Paine, chp. 6 ▪ Read: Guidelines for evaluating empirical studies handout posted on Moodle ▪ Read: Boolean handout posted on Moodle ▪ Read: Research sources handout posted on Moodle
2	<p>Monday, August 31</p> <p>Formative Research</p> <ul style="list-style-type: none"> ▪ Read: Paine chapters 2, 3, 4, 11 ▪ Read: Analyzing the Organization on Moodle ▪ Read: Analyzing the Situation on Moodle ▪ See SWOT Table diagram on Moodle 	<p>Wednesday, September 2</p> <p>Formative Research</p> <ul style="list-style-type: none"> ▪ Read: Paine chapters 8, 9, 10, 12 ▪ Read: Analyzing the Publics on Moodle ▪ Read: Segmenting reading posted on Moodle ▪ Read: Typology of Publics handout posted on Moodle 	<p>Friday, September 4</p> <p>Evaluative Research</p> <ul style="list-style-type: none"> ▪ Read: Paine chapters 5, 7, 13 ▪ Read: Evaluating Campaign on Moodle ▪ PR Model of Research on Moodle
3	<p>Monday, September 7 (Labor Day – No Class)</p>	<p>Wednesday, September 9</p> <p>Research Ethics</p> <ul style="list-style-type: none"> ▪ Read: Wimmer & Dominick, chp. 3 ▪ Read: Code of Ethics handout posted on Moodle ▪ Read: Zimbardo handout posted on Moodle ▪ Read: Sample Adult Consent for Participation in Research handout posted on Moodle 	<p>Friday, September 11</p> <p>Research Ethics</p> <ul style="list-style-type: none"> ▪ <i>Due - Individual Assignment IRB Certificate and Security of Data Agreement (print and bring both to class)</i> ▪ Human Subjects Training: http://phrp.nihtraining.com/users/login.php ▪ Security of Data Agreement: http://sites01.lsu.edu/wp/ored/institutional-review-board/irb-researchers/
4	<p>Monday, September 14</p> <p>Qualitative Research Methods</p> <ul style="list-style-type: none"> ▪ Read: Wimmer & 	<p>Wednesday, September 16</p> <p>Qualitative Research Methods</p>	<p>Friday, September 18</p> <p>Qualitative Research Methods</p> <ul style="list-style-type: none"> ▪ <i>Due: Group Assignment -</i>

	Dominick, chp. 5		<i>SWOT (dropbox)</i>
5	Monday, September 21 Elements of Research <ul style="list-style-type: none"> Read: Wimmer & Dominick, chps. 2 & 4 	Wednesday, September 23 Basic Statistics <ul style="list-style-type: none"> Read: Wimmer & Dominick, chps. 10 & 11 Read: Symbol and Meaning handout posted on Moodle 	Friday, September 25 Basic Statistics <ul style="list-style-type: none"> <i>Due - Group Assignment Campaign Evaluation (dropbox)</i> <i>Peer Eval 1 Due (SWOT & Evaluation)</i>
6	Monday, September 28 Experiments <ul style="list-style-type: none"> Read: Wimmer & Dominick, chp. 9 Read: Types of Experimental Designs handout on Moodle 	Wednesday, September 30 Experiments	Friday, October 2 Experiments
7	Monday, October 5 Surveys <ul style="list-style-type: none"> Read: Wimmer & Dominick, chp. 7 Read: Sample existing measures handout posted on Moodle 	Wednesday, October 7 Surveys	Friday, October 9 Surveys <ul style="list-style-type: none"> <i>Due - Group Assignment Experiment Method Section (dropbox)</i>
8	Monday, October 12 Content Analysis <ul style="list-style-type: none"> Read: Wimmer & Dominick, chp. 6 Read: Formulas for Intercoder Reliability handout posted on Moodle 	Wednesday, October 14 Content Analysis	Friday, October 16 Content Analysis <ul style="list-style-type: none"> <i>Due - Group Assignment Survey Method Section (dropbox)</i> <i>Peer Eval 2 Due (Experiment and Survey)</i> <p>Purchase student version of SPSS before Monday's class!!!</p>
9	Monday, October 19 Data Analysis <ul style="list-style-type: none"> Read: Wimmer & Dominick, chp. 12 Read: Handling Data Using SPSS posted on Moodle 	Wednesday, October 21 Data Analysis <ul style="list-style-type: none"> Read: Computing Stats (Correlation and Regression) posted on Moodle 	Friday, October 23 Data Analysis <ul style="list-style-type: none"> Read: Computing Stats (T-tests and ANOVAs) posted on Moodle <i>Due - Group Assignment Content Analysis Method Section (dropbox)</i>
10	Monday, October 26 Catch Up	Wednesday, October 28 Catch Up <ul style="list-style-type: none"> <i>Due - Group Assignment Focus Groups (dropbox)</i> <i>Peer Eval 3 Due (Content Analysis and Focus Groups)</i> 	Friday, October 30 (Fall Break – No Class)
11	Monday, November 2 Presenting Research <ul style="list-style-type: none"> Read: Zhou & Sloan, chapter 6, handout posted 	Wednesday, November 4 Presenting Research <ul style="list-style-type: none"> Read: Miller, chapters 10 & 11, handout posted on 	Friday, November 6 Presenting Research <ul style="list-style-type: none"> Read: Miller, chapters 6, 7, 12, handout posted on Moodle

	on Moodle	Moodle <ul style="list-style-type: none"> Read: Reporting statistics using APA format handout posted on Moodle 	
12	Monday, November 9 Meet with Dr. Moore regarding Research Project <ul style="list-style-type: none"> <i>Due – Group Assignment Annotated Bibliography and Outline for Final Project (dropbox prior to class)</i> 	Wednesday, November 11 (No Class)	Friday, November 13 (No Class)
13	Monday, November 16 Meet with Dr. Moore regarding Research Project <ul style="list-style-type: none"> <i>Due- Group Assignment Intro & Literature Review for Final Project (dropbox prior to class)</i> 	Wednesday, November 18 (No Class)	Friday, November 20 (No Class) <ul style="list-style-type: none"> <i>Due - Group Assignment In-depth Interviews (dropbox)</i> <i>Peer Eval 4 Due (In-depth Interviews)</i>
14	Monday, November 23 Meet with Dr. Moore regarding Research Project <ul style="list-style-type: none"> <i>Due – Group Assignment Results & Discussion for Final Project (dropbox prior to class)</i> 	Wednesday, November 25 (No Class)	Friday, November 27 (Thanksgiving Break - No Class)
15	Monday, November 30 Research Presentations <ul style="list-style-type: none"> Turn in Final Research Paper (bound copy) <i>Peer Eval 5 Due (Research Project & Presentation)</i> 	Wednesday, December 2 (No Class)	Friday, December 4 (No Class)