COMM 4484-01-Mass Media Research  
Mondays & Wednesdays, 3:30 pm – 4:50 pm  
Anthropology 7  
Fall 2014

Instructor: Dr. Patrick Hadley  
Office: Humanities 144  
Office Phone: 678-839-4931  
Google Voice: 404-919-7349 (for urgent communications outside of office hours)  
E-mail: CourseDen (D2L) Email  
Office Hours: Mondays & Wednesdays: 2:00 pm – 3:00 pm, 5:00 pm – 7:00 pm  
Fridays: 11:00 am – 3:00 pm (or by appointment)

Overview

A survey of qualitative and quantitative research methods, data analysis and reporting procedures, and a critical analysis of research applications for print, telecommunication, electronic media, public relations, and advertising research.

You are responsible for learning all material presented in lectures and assigned readings. You are also expected to complete assigned readings prior to class, and to be prepared to make informed contributions to discussions. Lectures will focus on central concepts in assigned text, and will occasionally draw on information from additional sources. If you have questions at any point concerning course expectations or material, I encourage you to e-mail or visit me during office hours.

Learning Objectives

To explain the role of research in mass media, public relations, and advertising decision-making

To explain the research process and define the elements of research, particularly concepts, constructs, variables, measurements, reliability and validity

To define the primary research methods and explain similarities, differences, advantages, and disadvantages

To compare and contrast similarities and differences between industry and academic research

To conduct, analyze, evaluate, interpret, and communicate research

Required Text/Readings


Other assigned readings and video content.
Student Rights and Responsibilities

Please carefully review the following information at this link (http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf). It contains important material pertaining to your rights and responsibilities in this class. Because these statements are updated as federal, state, and accreditation standards change, you should review the information each semester.

Attendance

You are required to attend all regularly scheduled class sessions. Class absence may compromise performance on exams given that exams will cover material presented in lectures and assigned readings. Class absence may also result in incomplete experiential research assignments that are assigned as in-class collaborative assignments. Arriving after class begins or leaving before class ends is discouraged as such behavior may distract the class.

You are allowed three unexcused absences without penalty. An unexcused absence beyond the three approved unexcused absences lowers your final grade percentage by one-half point (0.5 percent).

Note: It is YOUR RESPONSIBILITY to be aware of your attendance. EACH unexcused absence beyond the three approved unexcused absences lowers your final grade percentage by one-half a percentage point (0.5). Arriving more than ten minutes late for class or leaving more than ten minutes before class ends also lowers your final grade percentage by one-half a percentage point. However, absences, late arrivals, and early leaves are excused in cases of unavoidable situations substantiated with documentation. Requests must be made at least two hours before or after the class for which you are absent, arrive late, or leave early. The Google Voice number is available for special To request an early or make-up exam, contact me or leave a message and contact number at 678-839-4931.

CourseDen (D2L)

During the online component of the course, we will primarily use CourseDen (D2L) Discussions, Dropbox, Quizzes, Email, and Grades tools. You are expected to log in to CourseDen (D2L) regularly throughout the week, but especially within 24 hours of each scheduled class session. For CourseDen (D2L) assistance, including orientations and troubleshooting, I encourage you to reference the technical support resources at the bottom of your CourseDen homepage: UWG Online Helpdesk Services (http://uwgonline.westga.edu/students.php/), via email at online@westga.edu, or by phone at 678-839-6248.

The Quizzes tab is where you will access online exams and review your performance and class statistics.

The Discussions tab is where you will go for virtual classroom discussions.

The Dropbox is where you will access your assignments for class, where you will submit assignments to be graded, and where you will receive feedback.
Grades

You will use the Grades tab to view your grades in the class. Exam scores will typically be posted within three days of an exam. Grades for experiential research assignments will typically be posted within a week of due dates.

Email

The Email tool allows the members of the class to exchange emails with each other, and to exchange emails with me. Each time you log in, it is important that you check Email, particularly for messages from me. Do not send e-mail related to this course to my UWG e-mail address (unless you cannot access CourseDen).

Exams

You are expected to complete three exams, which will cover assigned readings and video content, along with lecture material. Exams may include multiple-choice, true-false, and matching questions.

To ensure that exams are fair, a question analysis is performed for each exam to compare the responses of students who score in the upper quartile to the responses of those who score in the lower quartile. When the majority of students who score in the upper and lower quartiles perform poorly on particular questions, I give everyone credit for such questions if I find reasonable cause that the questions proved excessively difficult for the majority.

Early or make-up exams will be permitted only in cases of unavoidable situations substantiated with documentation. Requests for early exams must be made at least 48 hours prior to the exam. Requests for make-up exams must be made within two hours of the exam. To request an early or make-up exam, contact me or leave a message and contact number at 678-839-4931.

Experiential Research Assignments

To illustrate the complexity of conducting, analyzing, evaluating, interpreting, and reporting research, you will be required to complete three experiential research assignments. These assignments are designed to explore specific research issues in more depth and to encourage critical thinking and collaborative decision-making skills. Guidelines and grading criteria for these assignments will be provided in a separate course handout.

Evaluation

Assignments will be weighted as follows:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Exam 1</td>
<td>20%</td>
</tr>
<tr>
<td>Exam 2</td>
<td>20%</td>
</tr>
<tr>
<td>Exam 3</td>
<td>20%</td>
</tr>
<tr>
<td>Experiential Research Average</td>
<td>40%</td>
</tr>
</tbody>
</table>
Assignment and final grades will be based on the following percentage scale.

A 90% - higher  
B 80% - 89%  
C 70% - 79%  
D 60% - 69%  
F 59% - lower

In the interest of academic integrity and fairness, please note that at the end of the semester, I do not offer extra credit opportunities, since grades may already include extra credit for problematic exam questions and bonus exam questions.

I round up final grade percentages, so a final grade percentage of 89.50 would be rounded up to 90. However, a final grade percentage of 89.49 would NOT be rounded up. Each point on every assignment is important to your final grade percentage and final letter grade.

[END OF SYLLABUS]  
[WEEKLY SCHEDULE IN SEPARATE DOCUMENT]