

COMM 4484: Mass Media Research | Spring 2019

Monday/Wednesday 11:00-12:15 (Hybrid) | Bonner Lecture Hall + Course Den

General Info

Instructor: Prof. Kelly Williams

Office: Humanities 144

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Remind: text @uwgmmrsp19 to the number 81010

Office Hours:

Monday: 9:30-12:30 & Wednesday: 3:30-5:30

Also by appointment and virtual hours

Course Info

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.

Learning Objectives:

- To identify and explain the role of research in mass media, public relations, advertising, and social media decision-making (*Awareness/Understanding*)
- To explain the research process and define the elements of research, particularly concepts, constructs, variables, measurements, reliability and validity (*Awareness/Understanding*)
- To define major mass media research methods and explain similarities, differences, advantages, and disadvantages (*Awareness/Understanding*)
- To compare and contrast similarities and differences between industry and academic research (*Understanding*)
- To conduct, analyze, evaluate, interpret, and communicate research (*Application*)

Department of Mass Communications Learning Outcomes

1. Awareness: Students will demonstrate *awareness* of mass communications scholarship, i.e., theory/research; paramount economic, ethical, legal/policy, social, and technological issues; and the role of principal personalities and stakeholders within the context of freedom of speech, freedom of press, media competition, media convergence, diversity, and/or social responsibility. ACEJMC defines awareness as familiarity with facts, concepts, theories, laws and regulations, processes and effects.

2. Understanding: Students will demonstrate *understanding* of mass communications scholarship, i.e., theory/research; paramount economic, ethical, legal/policy, social, and technological issues; and the role of principal personalities and stakeholders within the context of freedom of speech, freedom of press, media competition, media convergence, diversity, and/or social responsibility. ACEJMC defines understanding as assimilation and comprehension of information, concepts, theories and ideas.

3. Application: Students will demonstrate effective application of mass communications scholarship, i.e., relate and/or apply concepts, theory/research, and professional principles to analyze and synthesize information, create, develop, produce, and/or write for converging digital, multi-media, and traditional media. ACEJMC defines application as competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

Textbook:

Keyton, Joann (2015). *Communication Research: Asking Questions, Finding Answers* (4th Edition). New York: McGraw-Hill Education.

Other readings, videos, and online content as assigned.

Assignments and Grading

Assignments:

Exam 1	15%
Exam 2	15%
Exam 3	15%
Research Projects	40%
Participation	15%
TOTAL	100%

Grading Scale:

- A= 100-90
- B= 89-80
- C= 79-70
- D= 69-60
- F= 59-0

Exams: There will be three exams throughout the semester. These will be mostly comprised of multiple choice and true/false questions, with some short answer and other application

Research Projects: This is a research course and as such we will spend the majority of our time discussing and even conducting our own research. Detailed assignment guidelines will be forthcoming to outline various quantitative and qualitative projects. Some projects will be conducted with a group, and some will be individual.

Participation: Attendance will be recorded in each course through the form of participation. We will have in class, as well as online, assignments to help prepare for our larger research assignments.

Extra Credit: This is fully at my discretion. I may offer opportunities for campus events, as well as other assignments. Students should remain focused on completing their coursework and not dependent on extra credit.

Course Specific Policies and Procedures
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Attendance and Participation

Attendance is required in this class and is critical to your success. Attendance will be taken each day. If you are more than 5 minutes late or if you leave at least 5 minutes early, you will be counted tardy; three tardies count as one absence. If you are more than 15 minutes late or leave more than 15 minutes early, you will be counted absent. If you come in after attendance has been taken, it is your responsibility to let me know at the end of class that you were present. If you fail to sign in or notify me of your presence by the end of the class period, you will be counted absent. In addition, the nature of this course relies on your contributions to in-class discussions and activities. You must actively participate in class in order to receive full participation points for the day. Your participation grade will be based

on participation in class discussions/activities, classroom etiquette, and active engagement in learning. Note that participation also includes coming prepared with any worksheets/activities that I assign.

Late work

I do not accept late work. If you anticipate missing a deadline, submit the assignment to me before it is due (uploaded/posted to Course Den). Any assignment turned in after its deadline will receive a zero unless approved documentation of extenuating circumstances (approved at the instructor's discretion) is provided.

The very nature of this course demands that we stick to a firm schedule. Readings and assignments must be completed on the day they are assigned on the course schedule. Be sure to read the book and take notes while reading; lectures are intended to *complement* (not duplicate) that information, so completing readings before class is very important.

Classroom and Online Etiquette

Exercising personal freedom is an appealing part of college life. In order to create an atmosphere where individual expression and social interchange are both respected, please observe the following: (1) address each other with respect; (2) contribute to discussions, don't dominate them; (3) stay focused on the topic being discussed.

During class time, cell phones should be turned off or be set on silent, and should be stowed away where I cannot see them. There will be a 5 point deduction from your participation grade if your cell phone rings during class. Using an electronic device in class for anything other than taking notes or participating in a class activity will result in a 5 point deduction from your participation grade for that day. Other disruptive behaviors may also incur a participation grade deduction based on severity.

Academic Honesty

While the Common Language Course Syllabi details the UWG Honor Code, I want to make it clear that plagiarism and academic dishonesty are absolutely not tolerated in this classroom. It is so much easier, and better for you, to just do your work. Don't jeopardize your academic or professional career with dishonest behaviors. You are important; you have important things to say, so say them yourself using your voice.

Common Language Course Syllabi

Please take a moment to review the UWG Common Course Language:

<https://www.westga.edu/administration/vpaa/common-language-course-syllabi.php>

This links gives detailed information regarding: academic support, online courses, honor code, email policy, credit hour policy, campus carry and mental health support.