Course Title:
Quantitative Research Methods

Course Number:
COMM 5003-105

Course Description:
This course introduces the study of communication from a scientific perspective. While some statistics will be included in the course, no prior knowledge is required.

Class Dates, Location and Hours:

Dates: January 23-25 & 30 –February 1, 2015
Location: Bldg. 201 SE, Tinker AFB, Oklahoma.
Hours: Fri 5:30-9:30 p.m.; Sat 8:30 a.m.-4:30 p.m.; Sun 1:00-5:00 p.m.
Last day to enroll or drop without penalty: December 25, 2014

This military installation is not open to the general public. In order to take courses at this installation, students must have a current military or Department of Defense identification card which allows them to access the installation.

Site Director:
Steve Watson. Assistant: Kay Crawford. Phone: 405-739-7365 or DSN 339-7365; Fax: 405-739-7365; E-mail: aptinker@ou.edu

Professor Contact Information:

Course Professor: Sunny Lee, Ph.D.
Mailing Address: Dept. of Communication
Burton Hall
610 Elm St.
University of Oklahoma
Norman, OK 73019-2081
Telephone Number: (405) 325-1571
Fax Number: (405) 325-7625
E-mail Address: sunklee@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 www.oklahoma.bkstr.com 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@fheg.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 4 p.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.

2. Materials posted on the OU Desire to Learn (D2L) system: Basic statistics study guide for post-seminar assignment; available through D2L. Access D2L at [http://learn.ou.edu](http://learn.ou.edu); enter your OU NetID (4+4) and password, and select course to access material. Please contact your local Site Director if you require assistance.

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, the student will:

- have a broad understanding of approaches to communication research; and
- become a more critical consumer of social science research.

**Assignments, Grading and Due Dates:**

**Readings:**

Before class, students are expected to have read the following chapters in the text: 1-10, 15 and 17. Students should come to the first class session with a list of concepts and/or problem areas that pose difficulties for them.

**Attendance and Participation:**

You are expected to attend all class sessions and to participate in group activities and discussions. Periodic in-class exercises will be completed and count toward your final grade.

**Final Examination:**

A final examination will be administered the last class session, covering the material in the book and in class.

**Post-Seminar Assignment:**

For the post-seminar assignment, you are expected to complete a multiple-choice online exam in basic statistics covering the material included in the provided study guide. The post-seminar assignment is due Sunday, **Feb. 8, 2015**.

**Grading:**

This is a letter-graded course: A, B, C, D, or F. The three components of the grade are:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Due Date</th>
<th>Percent of Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance and Participation</td>
<td>During Class</td>
<td>30%</td>
</tr>
<tr>
<td>Final Examination</td>
<td>Last Class Session</td>
<td>40%</td>
</tr>
<tr>
<td>Post-seminar Assignment</td>
<td><strong>February 8, 2015</strong></td>
<td>30%</td>
</tr>
</tbody>
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**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 make 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.

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
Sunny Lee, Ph.D.

Education
• 2013 Ph.D., Communication, Rutgers University, New Brunswick, NJ
• 2007 M.A., Communication Studies, University of Kansas, Lawrence, KS
• 2004 M.A., Journalism & Mass Communication, Korea University, Seoul, Korea
• 2001 B. A., Journalism & Mass Communication, Korea University, Seoul, Korea

Current Positions
• Assistant Professor, Department of Communication, University of Oklahoma

Major Areas of Teaching and Research Interest
• Communication and Technology (Mobile Communication)
• Organizational Communication (Virtual Teams)
• Intercultural Social Networks
• Social Media and Workplace Socialization

Representative Publications and Presentations

Representative Honors and Awards Received
• Top four paper award, Intercultural Communication Division, National Communication Association, Chicago, IL, November 2014.
• Award for distinguished achievement as a teaching assistant. Department of Communication, Rutgers University, May 2010.
• Faculty resource development grant. Continuing Education, Rutgers University. November 2009.
• Top student paper award, Intergroup Communication Division, International Communication Association, Dresden, Germany, June 2006.
• University Scholarship, Korea University, 1998-2000.

Major Professional Affiliations
• Association for Education in Journalism and Mass Communication
• Association of Internet Researchers
• International Communication Association
• International Network of Social Network Analysis
• Korean American Communication Association
• National Communication Association