Course Title: Quantitative Research Methods

Course Number: COMM 5003-221

Course Description: This course is designed to provide you with the knowledge necessary to understand and critique different quantitative research designs, and interpret statistical analyses.

Class Dates, Location and Hours:
- Dates: March 27-April 1, 2012
- Location: Mildenhall, England. See Site Director for classroom location.
- Hours: Tue-Fri 6:00-9:30 p.m.; Sat-Sun 8:30 a.m.-4:30 p.m.
- Last day to enroll or drop without penalty: February 27, 2012

Site Director:
Laura Kenning. Assistant: Lexi Kemp. Phone: DSN 238-4172; CIV 44-1638-54-4172. DSN Fax: 238-4172; E-mail: apmildenhall@ou.edu

Professor Contact Information:
- Course Professor: Norman C. H. Wong, Ph.D.
- Mailing Address: Department of Communication
  University of Oklahoma
  610 Elm Avenue
  Norman, OK 73019
- Telephone Number: (405) 325-3754
- Fax Number: (405) 325-7625
- E-mail Address: nwong@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 Follett/AP Bookstore located in the Oklahoma Memorial Union, 900 Asp Ave., Norman, OK. Orders can be placed online at www.oklahomaunion.bkstr.com or by telephone at 866-369-9713 (toll free in the U.S.) or 405-325-5960 (outside the U.S.). E-mail orders may be sent to oklahomaunion@bkstr.com. Representatives are available from 8 a.m. to 6 p.m. CST Monday through Thursday and 8 a.m. to 5 p.m. CST on Friday. Summer hours: 8 a.m. to 4 p.m. CST. Faxed orders may be placed 24 hours a day to 866-223-5607 (toll free in the U.S.) or 405-325-1557 (outside the U.S.).


Note: The Follett/AP Bookstore 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 the Follett/AP Bookstore.
Course Objectives:
At the end of the course, you will have a broader understanding of approaches to communication research and become more critical consumers of social science research.

Course Outline:
This course will be conducted in a seminar format where there will be a combination of both lecture & application exercises/activities.

Assignments, Grading and Due Dates:
1. Students are expected to have read chapters 1-10 and 13-17 in Singleton and Straits (2009).

2. Attendance and participation: Students are expected to attend all class sessions and to participate in all classroom activities and discussion. Periodic in-class exercises will be completed and count towards the final grade.

3. Methodological Critique: Prepare a methodological critique of a quantitative study published in a communication related journal within the past 5 years. The study must be an experimental-based study (i.e., manipulation of the independent variable). The paper should briefly summarize the study (i.e., purpose of the study, hypotheses/RQs, methods used, and results) and point out the strengths and weaknesses from a methodological standpoint. Based on the readings and lectures, each student is to generate a set of criteria for assessing the methodological quality of a study (i.e., what makes for a methodologically sound study?) Issues related to sampling, validity (both internal and external), and reliability must be addressed. The paper must follow APA format, have a title page, a 100-word abstract, 8-10 pages of text (excluding references). Paper will be due on the last day of the class session.

4. Post-seminar assignment: Prepare a research prospectus that will extend on a previously published communication study. Specifically, you must select a study published in a communication related journal within the past 5 years. The study must be a survey-based study (i.e., no manipulation of the independent variable). Your task is to transform this survey study into an experimental study, modifying the hypotheses/RQs as needed. Provide a summary of the survey study and then discuss how you plan to modify it to turn it into an experimental investigation. You will be expected to complete a literature review & rationale section, methods section, and a results section. For the results section, you will describe the planned analyses based on the nature of your hypotheses/RQs. The paper must adhere to APA format, have a title page, a 100-word abstract, 10-12 pages of text (excluding references). Paper will be due three weeks after the last class session.

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<thead>
<tr>
<th>Assignment</th>
<th>Due Date</th>
<th>Percent of Grade</th>
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<tbody>
<tr>
<td>Attendance and Participation</td>
<td>N/A</td>
<td>20%</td>
</tr>
<tr>
<td>Methodological Critique</td>
<td>Last Class Session</td>
<td>40%</td>
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<tr>
<td>Post-Seminar Paper</td>
<td>2 weeks After Last Class</td>
<td>40%</td>
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Grading: This is a letter-graded course: A, B, C, D, or F.

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. 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 Honesty

Honesty is a fundamental precept in all academic activities and … [you] have a special obligation to observe the highest standards of honesty. Academic misconduct in any form is inimical to the purposes and functions of the University and is therefore unacceptable and is rigorously proscribed. Academic misconduct includes:

- cheating (using unauthorized materials, information, or study aids in any academic exercise), plagiarism, falsification of records, unauthorized possession of examinations, intimidation, and any and all other actions that may improperly affect the evaluation of a student’s academic performance or achievement; assisting others in any such act; or attempting to engage in such acts.

All acts of academic misconduct will be reported and adjudicated as prescribed by the student code of the University of Oklahoma. All students should review the “Student’s Guide to Academic Integrity” found at http://www.ou.edu/provost/integrity

Accommodation Statement

The College of Continuing Education [Advanced Programs] is committed to making its activities as accessible as possible. For accommodations on the basis of disability, please contact your 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.

Copyright

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

Norman C. H. Wong, Ph.D.

**Education**
- Ph. D. 2005, University of Georgia. Department of Speech Communication, Major: Communication
- M. A. 2000, University of Hawaii at Manoa. Department of Speech, Major: Speech
- B. A. 1997, University of Hawaii at Manoa, Department of Speech, Major: Speech

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

**Major Areas of Teaching and Research Interest**
- Health communication
- Social cognition
- Social influence,
- Message processing,
- Interpersonal communication
- I am particularly interested in designing and evaluating the effectiveness of mass-mediated health communication campaigns aimed at promoting smoking cessation among adults as well as campaigns related to reducing obesity.

**Representative Publications and Presentations**

**Representative Honors and Awards Received**

**Major Professional Affiliations**
- Member: National Communication Association
- Member: International Communication Association