The University of Oklahoma  
College of Continuing Education  
Advanced Programs – Course Syllabus

Course Title:  
Quantitative Research Methods

Course Number:  
COMM 5003-222

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: October 9-14, 2012  
Location: Stuttgart, Germany  
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: September 10, 2012

Site Director:  
Kendra Burnside. Stuttgart Army Education Center. DSN: 431-3304; FAX 431-2571 or CIV 07031-15-2580; FAX 07031-15-2571. E-mail: apstuttgart@ou.edu

Professor Contact Information:  
Course Professor: Patrick C. Meirick  
Mailing Address: University of Oklahoma  
Department of Communication  
610 Elm Avenue, Room 101  
Norman, OK 73019  
Telephone Number: (405) 627-5818 cell  
Fax Number: (405) 325-7625  
E-mail Address: meirick@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 405-325-7140 (outside the U.S.).


3. Materials posted on the OU Desire to Learn (D2L) system: 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: 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.

Assignments, Grading and Due Dates:

Pre Course:

Before class, students are expected to have read chapters 1-10, 14-17 of the main text (Singleton & Straits, 2009), and have a general familiarity with the supplemental stats text. Students are encouraged to come to class with a list of concepts and/or problems posing difficulties for them so they can be discussed.

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.

Final exam:

A final exam covering all materials in the book and lectures will be administered on the last day of class.

Post-seminar assignment:

The student must select one of the following two options:

Online Exam:

Complete a multiple-choice online exam in basic statistics covering the material in the provided study guide.

Methodological Critique:

Prepare a methodological critique of two quantitative studies published in a communication related journal **within the past 5 years**. One of the studies must be an **experimental study** and one must be a **survey study**. Ideally, both studies will focus on a common topic area. The paper should briefly describe the studies and point out the strengths and weaknesses of each 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, and reliability must be addressed.** Certain criteria will be applicable to only experimental or survey studies while others will be relevant for both. The paper must follow APA format, have a title page, a 100-word abstract, 13-15 pages of text, and include references. **Due Date: November 9, 2012**

Grading:

This is a letter-graded course: A, B, C, D, or F.

<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>N/A</td>
<td>20%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>Last Class Session</td>
<td>40%</td>
</tr>
<tr>
<td>Post-Seminar Assignment</td>
<td>November 9, 2012</td>
<td>40%</td>
</tr>
</tbody>
</table>

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. Advanced Programs does not provide duplicating services or office supplies.

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
Patrick C. Meirick, Ph.D.

Education
- 2002 Ph.D., Mass Communication, University of Minnesota, Minneapolis, Minnesota
- 1998 M.A., Journalism, Marquette University, Milwaukee, Wisconsin
- 1989 B.A., English, Carleton College, Northfield, Minnesota

Current Positions
- Advanced Programs Professor since 2004
- Associate Professor, Department of Communication, University of Oklahoma

Frequently Taught Advanced Programs Courses
- COMM 5003 Quantitative Research Methods
- COMM 5343 Mass Communication Perspectives
- COMM 5363 Communication and Technology
- COMM 6383 Seminar in Political Communication

Major Areas of Teaching and Research Interest
- Political Communication
- Mass Media Effects
- Persuasion
- Social Cognition

Representative Publications and Presentations

Representative Honors and Awards Received
- Junior Faculty Summer Fellowship, College of Arts and Sciences, University of Oklahoma, 2003, 2005.
• Casey Dissertation Award, School of Journalism and Mass Communication, University of Minnesota, March 2002.
• Graduate School Fellowship, University of Minnesota, 1998.
• Schumack Journalism Fellowship, Marquette University, 1996.

**Major Professional Affiliations**

Association for Education in Journalism and Mass Communication