

Comm 201-01 Introduction to Communication Research Fall 2019

Course Information

Course Description: 3 credits. Types and principles of research in communication; emphasis on interpretation of various research practice in quantitative and qualitative research. GEP: QL. This section is offered in a 50% online format during Fall 2019. Class meets during the 8W3 session (10/28 – 12/20), MW 3:30 – 4:45 PM, in CAC 202.

Instructor Information

Instructor: Dr. Rhonda Sprague

Office: CAC 208 **Office Hours:** Unless I tell you differently, I will be available MW 2:30 – 3:30 and T 12:30 – 1:30. If you want to meet with me, please send me an Email at least 24 hours in advance.

Email: rsprague@uwsp.edu or Rhonda.Sprague@uwsp.edu. This is my preferred form of contact.

Phone: 715.346.2818. Phone will not receive text messages, but voicemail is forwarded to my email account.

****If you have a general course question (not confidential or personal in nature), please post it to the Course Q&A Discussion Forum. You can find a link to that forum on the course homepage. Just click into the forum, click on "Reply," and ask your question. I will post answers to all general questions there so that all students can view them. I recommend you subscribe to this forum, so you always receive notice when it is updated.*

Instructor Contact Etiquette

I expect that you will communicate with me in a professional manner at all times. To that end, please attend to the following hints for engaging in professional communication with me (and all your university instructors):

DO:	DO NOT...
<ul style="list-style-type: none">• Be polite. Say please when you ask for help and thank you when you receive it.• Be brief and clear.• Include an informative <i>subject line</i> in Emails. I will not even open emails without a subject specified.• Include a <i>salutation</i> (such as Dear Professor Sprague, Greetings, or Hello) and a <i>signature</i>.• Specify the <i>course and section</i> about which you are writing or calling.• Be patient. I should respond within 24 hours.	<ul style="list-style-type: none">• contact me to ask about something you could find out easily on your own (e.g., something on the syllabus, on the Canvas site, or the like).• send Emails that read like text messages. Watch grammar, spelling, and formality.• make demands. Instead, <i>ask</i> for help.• send Email about anything complicated. Make arrangements to see me in person to discuss complicated issues.• put anything into an Email message that you would not be willing to say in person.

Expected Instructor Response Times

1. I will attempt to respond to student emails within 24 hours. If you have not received a reply from me within 24 hours, please resend your email. At that point, you have my permission to add one of those obnoxious exclamation points to your message, to identify it as important to you.
2. I will attempt to grade submitted work within one week; however, longer written assignments may take me longer to read and evaluate.

Textbook & Course Materials

Treadwell, D. (2017). *Introducing communication research: Paths of inquiry* (3rd ed.). Los Angeles: Sage. This text is required and available from Text Rental. Graded quiz material will be drawn primarily from the textbook. *I recommend you bookmark the site at <https://edge.sagepub.com/treadwell3e>, which is the student study site for the textbook. I especially encourage you to take advantage of the [practice quizzes](#) and [eFlashcards](#) for each chapter, as these will help you prepare for the graded quizzes. You also might want to bookmark <http://www.socialresearchmethods.net/kb/intres.php>, which will give you additional written information that might help clarify the reading.*

Course Technology Requirements

- You Need Access to Basic Technology.** To be successful in this course, you will need to be able to access UW-Stevens Point's Canvas online learning management system. You should check your student Email account *every day*. I might send out notices via Email, as well as posting Announcements in Canvas. A high-speed internet connection is optimal, but most Canvas features are available on the mobile app.
- Testing Will Use the HonorLock Proctoring System.** We will use an online proctoring system for taking online quizzes. Information about how to participate is available in Canvas.
- Course Materials and Learning Activities Will Be Posted in Canvas.** If you are new to the Canvas learning environment, you can get support throughout Canvas. Take a brief [course](#) to learn to navigate the Canvas environment. Click on the [Student Guides](#) or [Video Guides](#) links on the [Canvas Login Page](#). Or click on the Help button from most areas within Canvas itself.
- You Need Basic Computing Skills.** You should be able to access Canvas, download and edit documents in Microsoft Word, and upload materials back into Canvas. You also should be able to search for information through the library and on the Internet, and use an Email program competently.
- Use Microsoft Word for Word Processing.** If you use Mac Pages or a knock-off Word program (like the ones you can get for free online) for word processing, you should sign up for Office 365. You have FREE access to Microsoft programs using your student account. Information about this option can be found at <https://www.uwsp.edu/office/Pages/default.aspx>. You will then be able to use Microsoft Word as your word processing program, and everything will be compatible with my equipment both at work and at home. A less-preferred option is to save every assignment as a .pdf file before submitting it to the Dropbox.
I cannot grade what I cannot read, and I cannot read documents in .pages format or those formatted with knock-off Word programs. You will receive a grade of zero if I cannot read what you submit.

Technical Assistance

If you need technical assistance at any time during the course or to report a problem with CANVAS you can:

- Visit with a [Student Technology Tutor](#)
- Seek assistance from the [IT Service Desk](#) (Formerly IT Help Desk)
 - IT Service Desk Phone: 715-346-4357 (346-HELP)
 - IT Service Desk Email: techhelp@uwsp.edu

Graded Course Activities

You will meet the outcomes listed above through a combination of the following activities in this course:

Assignments:

Mandatory Entry and Exit Quizzes	5%
Syllabus Quiz	1%
Graded Quizzes (10)	44%
Research Proposal Previews* (10)	10%
Research Proposal*	20%
Group Presentation*	15%
Group Participation	5%
<hr/> Total	<hr/> 100%

*Group Assignments

Grading Scale:

93 – 100% = A	90 – 92% = A-	
87 – 89% = B+	83 – 86% = B	80 – 82% = B-
77 – 79% = C+	73 – 76% = C	70 – 72% = C-
67 – 69% = D+	60 – 66% = D	Less than 60% = F

Mandatory Entry and Exit Quizzes (5% of course grade): I will use these to determine your level of knowledge at the beginning of class and again at the end. These quizzes technically are not “graded.” If you take both with a good faith effort, you will receive full credit for this portion of the class. ***These quizzes are mandatory. If you do not make a good faith effort on one of these quizzes, your final course grade will be reduced by one full letter grade (ex: from a B+ to a C+). If you do not make a good faith effort on either of these quizzes, your final course grade will be reduced by two full letter grades.***

Syllabus Quiz (1% of course grade): **If you achieve a score of 100% on the Syllabus quiz before the posted deadline, you will receive full credit for this portion of your course grade.** You may take the quiz as many times as you need to attain that score. **If you have not achieved a score of 100% by the deadline, you will receive a grade of zero for this portion of your course grade.**

Graded Quizzes (44% of course grade): You cannot get better at understanding ideas about quantitative data without being exposed to them regularly. You will take quizzes over the readings and notes each week. Almost all quiz items will be drawn from the textbook; all quiz material will correspond to weekly learning outcomes. Quizzes will include recall, application and analytical material, and will take the form of T/F, multiple choice, matching, and fill-in-the-blank questions. ***Each quiz is available in Canvas for a 24-hour period, and each is timed. You must complete the quiz within the time limit and before the deadline to be eligible to receive credit.****

*If you receive accommodations through the Disability and Assistive Technology Center and typically get extra time to take exams, I must have that notice from the DATC before the first graded quiz is due.

Research Proposal Previews (10% of course grade): As you and your group members finish with the reading and activities for each question, an excellent way to review for the quiz is to complete the Research Proposal Preview Worksheet for each unit. These pose a number of questions your group will need to address in your formal proposal. These will be graded on a pass/fail basis. Your group members will earn a “pass” grade (1 point) for work that shows at least a basic understanding of the materials and is complete. ***Your group must make a good faith effort at every preview worksheet. If your group does not make a good-faith effort, or if the group does submit a worksheet at all, you will earn a grade of zero.***

Research Proposal (20% of course grade): Unfortunately, we will not have time for you to prepare and conduct a full research project during the class. We will, however, have time for you to *plan* a project that would allow you to answer a *quantitative question* of some sort. You will work in small groups for this assignment. A full assignment description, with details about formatting, length, and the like, can be found in Canvas.

Group Presentation (15% of course grade): During the final exam period, groups will present an overview of their final research proposals. A full assignment description, with details about length, content, and the like, can be found in Canvas.

Group Participation (5% of course grade): Group members will rate one another’s participation in the group activity at the middle and end of the class. You will do this via a survey instrument. A link will be provided in Canvas. I will average the scores you receive from your group members for this portion of your grade. ***If you do not provide ratings for your group members, you will receive a grade of zero for this portion of your grade, regardless of the ratings you receive from your group members. If it is obvious that group members colluded to give everyone great marks (or to sabotage one another), regardless of actual effort or achievement, your entire group will earn a zero for this portion of the grade.***

Viewing Grades in Canvas

The Canvas Grade Book will be updated within one week of the conclusion of each graded activity. Click on the Grades link to view your points. You will see a visual indication of new grades posted on your Canvas home page under the link to the course. Click on any individual assignment to see detailed feedback.

Course Policies

Attendance Policy

We will meet only 13 times as a class, so your attendance in class is very important. You are allowed to miss ONE class meeting, for any reason at all, without penalty. ***Any unexcused absence beyond one will result in a 1/3 letter-grade deduction from your final grade*** (for example, from a B+ to a B). Excused absences will be granted on a case-

by-case basis, but may be given for compelling circumstances as described below. *Unless circumstances completely prevent it, you must tell me you will be absent before the start of class to have any chance of being excused.*

Late Work Policy

You are expected to meet all deadlines for submitting required coursework. Work that is not submitted before its deadline will not be eligible to receive credit. *I will accept late work for compelling circumstances as described below, but only if you have told me ahead of time that you will be unable to meet the deadline.* The notice requirement will be waived if you are incapacitated and unable to hold your phone or sit at a computer for long enough to leave a voicemail or send an Email telling me about your situation before the deadline.

“Compelling circumstances” include University-sponsored activities, illness, attendance at a funeral, family emergency, etc.

Grade Appeal Policy

If you feel your work did not receive a fair evaluation, you may request a reconsideration of the grade you received. However, you must observe the following:

1. The appeal must be in writing, 1-2 pages in length. You must submit it via Email.
2. The appeal cannot be made before 24 hours after the grade has been posted, but must be made within 72 hours of that time.
3. You must state the grade you think you should have received and the reasons why you think you should have received that grade. Your statement must make it clear that you have read the instructor’s feedback thoroughly. Your reasons must conform to standards used on the grading rubric.
4. Failure to follow any of these rules will result in immediate dismissal of the challenge.

I will respond to your appeal within one week. *Recognize that you will be requesting that I re-grade your work. At the conclusion of that exercise, I will do one of the following: a) adjust your grade to a higher grade; b) adjust your grade to a lower grade; or c) not adjust your grade.*

Accommodations Policy

If you have a documented disability and verification from the [Disability and Assistive Technology Center](#) and wish to discuss academic accommodations, please contact me as soon as possible. It is your responsibility to provide documentation of disability to Disability Services and meet with a Disability Services counselor to request special accommodation *before* classes start.

The Disability and Assistive Technology Center is located in 609 Albertson Hall and can be contacted by phone at (715) 346-3365 (Voice) (715) 346-3362 (TDD only) or via email at datctr@uwsp.edu.

Academic Integrity

I will not tolerate academic dishonesty of any sort. *If I catch you engaging in academic misconduct, you will fail this course and I will report you to appropriate university personnel for further disciplinary action.*

UWSP Academic Honesty Policy & Procedures

UWSP 14.01 Statement of principles

The board of regents, administrators, faculty, academic staff and students of the university of Wisconsin system believe that academic honesty and integrity are fundamental to the mission of higher education and of the university of Wisconsin system. The university has a responsibility to promote academic honesty and integrity and to develop procedures to deal effectively with instances of academic dishonesty. Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others’ academic endeavors. Students who violate these standards must be confronted and must accept the consequences of their actions.

UWSP 14.03 Academic misconduct subject to disciplinary action.

(1) Academic misconduct is an act in which a student does any of the following:

- (a) Seeks to claim credit for the work or efforts of another without authorization or citation;
- (b) Uses unauthorized materials or fabricated data in any academic exercise;
- (c) Forges or falsifies academic documents or records;
- (d) Intentionally impedes or damages the academic work of others;
- (e) Engages in conduct aimed at making false representation of a student's academic performance; or
- (f) Assists other students in any of these acts.

(2) Examples of academic misconduct include, but are not limited to: cheating on an examination; collaborating with others in work to be presented, contrary to the stated rules of the course; submitting a paper or assignment as one's own work when a part or all of the paper or assignment is the work of another; submitting a paper or assignment that contains ideas or research of others without appropriately identifying the sources of those ideas; stealing examinations or course materials; submitting, if contrary to the rules of a course, work previously presented in another course; tampering with the laboratory experiment or computer program of another student; knowingly and intentionally assisting another student in any of the above, including assistance in an arrangement whereby any work, classroom performance, examination or other activity is submitted or performed by a person other than the student under whose name the work is submitted or performed.

Religious Beliefs

Relief from any academic requirement due to religious beliefs will be accommodated according to UWS 22.03, with notification during the first week of class.

Topic Outline/Schedule

Oct 28 – Nov 3	Week One: The Basics	Chs. 1, 2
<i>M Oct 28</i>	<i>Research Proposal Preview Worksheet 1a due in class</i>	
	<i>Mandatory Entry Quiz due by 11:59 PM</i>	
<i>R Oct 31</i>	<i>Syllabus Quiz due by 11:59 PM</i>	
<i>F Nov 1</i>	<i>Quiz 1 due by 11:59 PM</i>	
<i>S Nov 3</i>	<i>Research Proposal Preview Worksheet 1b due to Canvas by 11:59 PM</i>	
Nov 4 - 10	Week Two: Ethics and Measurement	Chs. 3, 5
<i>F Nov 8</i>	<i>Quiz 2 due by 11:59 PM</i>	
<i>S Nov 10</i>	<i>Research Proposal Preview Worksheet 2 due by 11:59 PM</i>	
Nov 11 - 17	Week Three: Sampling	Ch. 8
<i>F Nov 15</i>	<i>Quiz 3 due by 11:59 PM</i>	
<i>S Nov 17</i>	<i>Research Proposal Preview Worksheet 3 due by 11:59 PM</i>	
Nov 18 - 24	Week Four: Data Collection	Chs. 9, 10
<i>F Nov 22</i>	<i>Quiz 4 due by 11:59 PM</i>	
<i>S Nov 24</i>	<i>Research Proposal Preview Worksheet 4 due by 11:59 PM</i>	

Nov 25 – Dec 1	Week Five: Data Collection, cont.	Ch. 12
<i>S Dec 1</i>		<i>Quiz 5 due by 11:59 PM</i> <i>Research Proposal Preview Worksheet 5 due by 11:59 PM</i>
Dec 2 – 8	Week Six: Descriptive Statistics	Ch. 6
<i>F Dec 6</i>		<i>Quiz 6 due by 11:59 PM</i>
<i>S Dec 8</i>		<i>Research Proposal Preview Worksheet 6 due by 11:59 PM</i>
Dec 9 - 15	Week Seven: Inferential Statistics	Ch. 7
<i>F Dec 13</i>		<i>Quiz 7 due by 11:59 PM</i>
<i>S Dec 15</i>		<i>Research Proposal Preview Worksheet 7 due by 11:59 PM</i>
Dec 16 - 20	Week Eight: Final Exam Week	
<i>W Dec 18</i>		<i>Final Research Proposals due before 11:59 PM</i>
<i>R Dec 19</i>	<i>Final Exam period 12:30 – 2:30 PM</i>	<i>Group Presentations due in class</i> <i>Group Peer Ratings Survey due by 11:59 PM</i>
<i>F Dec 20</i>		<i>Mandatory Exit Quiz due before 11:59 PM</i>