

Survey in Communication Research**301-02 | 14730 | RI 118 | T/Th 11:30-12:45 a.m.****Office Location:** Life Hall 231C**Office Hours:** M/T/W/Th, 1-2, and by appt.**Telephone:** (973) 655-5130**E-mail:** KentM@Mail.Montclair.Edu**WWW:** <http://www.Montclair.Edu/Pages/CommStudies/Kent/Index.htm>

Course Description: The main objective of Communication Research is to introduce students to the methods and concepts used in social science research. Research is a pervasive component of our lives. Everyday we read opinion polls that influence our voting behavior, reports of health issues that influence our decisions about how to have sex, what to eat, whether or not to smoke, and how much exercise to get. Communication Research will provide a basic level of knowledge of the procedures of academic and professional research. The ability to systematically gather and evaluate data is a practical skill in fields like advertising, marketing, organizational consulting and public relations. Communication Research will provide you with the tools necessary to become better communicators.

Objectives

- To teach students to be more critical consumers of social scientific research.
- To teach students how to conduct social scientific research.
- To teach students the basics of conducting both qualitative and quantitative research.
- To teach students how to conduct the research necessary to develop strategic plans.
- To teach students how to develop and execute a research project involving triangulation and multiple data-gathering techniques.
- To teach students research skills vital to their future studies.

The Department of Communication Studies' attendance policy: Students may miss the equivalent of one week of classes without penalty. If three classes are missed (on a two day a week schedule), your final grade will be reduced by 5%; if four classes are missed, your final grade will be reduced by 10%. Missing more than four classes will result in a failing grade for the course. **Note: There are no excused absences.** Being sick, in an automobile accident, going on a job interview, attending a conference, getting arrested, etc., will not be excused. Coming late or leaving early 3 times equals an absence.

Required Texts

- Frey, L. R., Botan, C. H., Friedman, P. G., & Kreps, G. L. (1992). *Investigating communication research: A case study approach*. Englewood Cliffs, NJ: Prentice Hall.
- *Publication Manual of the American Psychological Association* (5th edition). Washington, DC: American Psychological Association.

Professional writing standards are expected on all assignments. Professional standards include: correct grammar, spelling, punctuation, and careful proofreading. No spelling errors are allowed—having even one spelling error will result in a zero for the assignment. Except when otherwise noted, all assignments should be double-spaced (23-25 lines-per-page), have one-inch (1") margins all around, and be written in one of the following fonts: Bookman or Bookman Old Style 11 pt., Palatino 11 pt., New Century Schoolbook 11 pt., or Garamond 12 pt.

For headings, use **boldface type, Ariel Black, or Helvetica Black.**

Miscellaneous

- All readings are due on the date listed.
- Missed exams cannot be made up for any reason.
- An exam may only be taken early with permission.
- Late assignments will be discounted 10% per calendar day.
- Familiarize yourself with all of the policies listed on the Communication Studies department's home page.

Assignments	Points
Participation, quizzes, chapter summaries, etc.	10%
Assignment 1 (Topic Research and Annotated Bibliography)	5%
Assignment 2 (Research Topic Introduction, Thesis/Claim/Problematizing, Preview)	5%
Assignment 3 (Literature Review & Research Questions)	5%
Assignment 4 (Methods & Exploring Alternative Research Designs)	5%
Research Essay with corrections and expanded literature review	20%
Presentation (5-7 minutes) & Handouts	10%
Exams (2 @ 20%)	40%
Total	100%

Assignment Descriptions

Exams will consist of multiple choice, true/false, fill-in, short answer, and essay questions. Sample exam questions will be distributed before each exam.

Assignment 1: Topic Research and Annotated Bibliography 7+ Scholarly Articles (2–3 pp.)

Assignment 2: Research Topic Introduction, Thesis/Claim/Problematizing, Preview (2–3 pp.)

Assignment 3: Literature Review & Research Questions (3–5 pp.)

Assignment 4: Methods & Exploring Alternative Research Designs (2-3 pp.)

Research Essay with corrections and expanded literature review (14+ pp.)

Part I (50%): Part I combines assignments 1, 2, and parts of 3. The summaries created in the annotated bibliography entries become part of the literature review as well as informing the Introduction of the larger essay. The thesis/claim and preview come out of the research conducted and what you hope to discover. For the literature review, you will review existing research to support your claims, or to support research questions/-hypotheses. For the final draft of your research essay you must include at least 10 primary sources in your literature review with attention to both quantitative & qualitative studies. More detailed requirements will be covered in class. Length: 6-8 pages.

Part II (50%): Part II of your final research essay will involve parts of 3 and 4. Once you have stated your research questions and hypotheses, you must outline your research methods that are consistent with what you hope to learn. As part of this discussion is also typical to explain (or justify) why your approach will answer the questions asked. To do this you will mention alternative research designs or provide support for the utility of your own research approach. In this part of the proposal, you must discuss at least three research methods (at least one quantitative and one qualitative), the design of your research, and the procedures you will follow to carry out your study and address the research questions you have proposed. Length: 6-8 pages.

NOTE: Copies of all scholarly articles cited in your essay must be attached to your paper.

Presentation (5-7 minutes): You will all have the opportunity to share your research proposals with your peers at the end of the semester. A more detailed list of requirements will be discussed in class toward the end of the semester.

Academic Dishonesty: The University is an academic community of scholars. Academic dishonesty is a very serious offense against the integrity of this community and will not be tolerated. All academic work submitted by you is assumed to be your own original work and to contain your own thought, research, and self-expression. Work that borrows the ideas, organization, or wording, from others must be properly acknowledged. Similarly, work that was conducted for another class should not be passed off as original.

Plagiarism is the unauthorized or inappropriate use of the words or ideas of others. Plagiarism occurs when written or spoken material is borrowed (even from oneself), in whole or in part, and passed off as original by a writer or speaker. Plagiarism includes, but is not limited to, presenting someone else's ideas, speech, presentation, essay, book review, or news release as original. It also includes failing to document or cite the source of word-for-word or paraphrased material in oral presentations or written assignments.

It is my policy to pursue plagiarism vigorously, to fail students who plagiarize for the entire class, and to report cases of plagiarism to the university administration.

Research Methods Course Schedule (readings due on date listed)

Week	Date	Assignment	Due
Week 1:	1.20	Introduction to the Course	
	1.22	The Discipline of Communication: Areas of Research	
Week 2:	1.27	What is Science? What is Knowledge?	
	1.29	Communication Research & Ethical Considerations	
Week 3:	2.3	Text: pp. 1–20 Asking Questions, Identifying Variables & Research Designs	
	2.5	Research Designs: Strengths & Limitations	
Week 4:	2.10	Text: pp. 21–54 Experimental Research: Laboratory Experimental Research	
	2.12	Text: pp. 55–84 Exp. Res.: Field Experimental Research	Assignment 1 Due
Week 5:	2.17	Text: pp. 55–84 Experimental Research: Field Experimental Research	
	2.19	Text: pp. 85–124 Survey Research: Questionnaire Research	Assignment 2 Due
Week 6:	2.24	Text: pp. 85–124 Survey Research: Questionnaire Research	
	2.26	Text: pp. 125–160 Survey Research: Interview Research	
Week 7:	3.2	Text: pp. 125–160 Survey Research: Interview Cont.	Review for Exam 1
	3.4	Exam I	Exam I
Week 8:	3.9	Text: pp. 161–193 Textual Analysis: Rhetorical Criticism	
	3.11	Text: pp. 194–218 Textual Analysis: Content Analysis	
Week 9:	3.16	Spring Break—No class	
	3.18	Spring Break—No class	
Week 10:	3.23	Text: pp. 219–246 Textual Analysis: Interaction Analysis	Assignment 3 Due
	3.25	Text: pp. 219–246 Textual Analysis: Interaction Analysis	
Week 11:	3.30	Text: pp. 247–284 Ethnography: Observational Research	
	4.1	Text: pp. 247–284 Ethnography: Observational Research	
Week 12:	4.6	Text: pp. 285–311 Ethnography: Interview Research	
	4.8	Easter Break—No class	
Week 13:	4.13	Text: pp. 285–311 Ethnography: Interview Research	Assignment 4 Due
	4.15	Work on Projects and Office Hours	
Week 14:	4.20	Presentations w/ handouts (1–8)	
	4.22	Presentations w/ handouts (9–16)	
Week 15:	4.27	Presentations w/ handouts (17–24)	Final Essay Due
	4.29	Class Evaluations	Exam II (Take Home) distributed
Week 16:	5.3	Tuesday designated as Friday—No class	
	5.9	No Class, Drop off exams in my office or the dept. by noon.	Exam II Due
Final Exam	5.11	8:30–10:30 a.m. Presentations w/ handouts (25–34)	