

CCPA 2375 • COMMUNICATION RESEARCH AND METRICS • MAYTERM 2018

SMU MEADOWS SCHOOL OF THE ARTS • DIVISION OF CORPORATE COMMUNICATION AND PUBLIC AFFAIRS

MAY 17, 18, 21-25, 29-JUNE 1, 8:30 AM – 12:30 PM EACH DAY • LOCATION TBD

PROFESSOR

Sandra Duhé, Ph.D., MBA, APR, Fellow PRSA

sduhe@smu.edu (the best way to reach me)

229 Umphrey Lee

214.768.1933

Office hours: By appointment during MayTerm – I'm happy to help you succeed.

RATIONALE /AIM

CCPA 2375 introduces students to the concepts, methodologies, and statistical tools used to conduct professional research. Students get hands-on experience in gathering, analyzing, and interpreting data by conducting research projects in individual and team settings. Knowledge gained in this course provides a fundamental grasp of applied research methods that gives a competitive advantage to a variety of majors, interns, and future professionals.

LEARNING OUTCOMES

The terms “research” and “statistics” strike fear in the hearts of many students. The primary goal of this course is to get you comfortable and confident with these topics. As such, you should be prepared to dedicate ample time outside of class time for completing assignments and expanding your understanding of new, and potentially challenging, concepts. By the end of this course, you should be able to:

- Identify the qualities of credible research
- Identify research limitations and how they affect the ability to generalize findings
- Identify and use a variety of credible sources for secondary research
- Apply ethical principles in research involving human participants and reporting of findings
- Apply research findings to communication strategy
- Analyze and interpret descriptive and inferential statistics
- Design, conduct, interpret, and report qualitative and quantitative research

UNIVERSITY CURRICULUM “TAGS”

Successful completion of CCPA 2375 will provide you with University Curriculum credit for Information Literacy and Quantitative Reasoning. Related Student Learning Outcomes are provided for your reference:

Information Literacy

- Students will be able to select and use the appropriate research methods and search tools for needed information
- Students will be able to evaluate sources for quality of information for a given information need

Quantitative Reasoning

- Students will be able to collect, organize and analyze data from a variety of sources
- Students will be able to test hypotheses and make recommendations or predictions based on results
- Students will be able to communicate and represent quantitative information or results numerically, symbolically, aurally, visually, verbally, or in writing

REQUIREMENTS, EXPECTATIONS, AND POLICIES

REQUIRED TEXTS. *Introduction to Research Methods: A Hands-On Approach* by Pajo and *Discovering Statistics Using SPSS* (4th Edition) by Field. Andy Field is a sharp UK statistician with an irreverent sense of humor (my apologies in advance), but his wacky examples using sex, drugs, and rock-and-roll really help students understand statistics.

RECOMMENDED READING AND ONGOING RESEARCH. As you read and watch the news throughout the semester, keep an eye open for the concepts we'll cover. Feel free to bring and discuss a related article to class, and you could find yourself earning bonus points. Relating research concepts to the "real world" is key to understanding these ideas. From an academic standpoint, you'll need to gather scholarly journal articles on the topic you research as a team. It's never too soon to get started!

ATTENDANCE. I will take attendance at each class. Your ability to meet the learning outcomes of this course is highly dependent on your level of participation in class discussions. As such, you are expected to attend every class in this highly condensed format. Your final grade may be lowered up to one letter grade (e.g., B- to C-) for each unexcused absence. An excused absence is one supported by documentation (e.g., from SMU or a doctor's office). Please notify me as early in the semester as possible about University-sponsored events that require you to be absent from class. Regardless of the reason for your absence, you are responsible for all class work missed, and a missed class is *not* an excuse for missing a deadline.

PUNCTUALITY. I will start class on time and finish on time. Please notify me in advance if you must arrive late or depart early. Otherwise, I will mark you as an unexcused absence (see Attendance policy).

DEADLINES. To best prepare you for the realities of the workplace, I will not extend deadlines, and I will not accept late assignments. Assignments turned in late will receive a grade of 0 but can always be turned in early to avoid this penalty. If you have a documented emergency (not including computer/printer issues), talk to me, but realize that I will uphold my policy to be fair to students who meet the deadlines. I provide you with a detailed syllabus so that you can schedule your other responsibilities and activities around these deadlines.

PERSONAL ELECTRONIC DEVICES. We all have them, and we all need them, but please use common courtesy while we are in class and keep them in silent mode. If you must take an emergency call, do so outside of the classroom.

CONDUCT. Whether online or in the classroom, our discussions will be guided by mutual respect for others and their opinions. Effective communication practice is dependent on gathering, understanding, and learning from diverse points of view. Agreement is not essential, but civility is.

GRADING, ASSIGNMENTS, AND EXAMS. Your final course grade will be determined as follows:

Individual Research Projects (3)	20%
Team Research Project (Focus Group, Survey, and Final Report)	25%
SPSS Homework (3)	10%
Exam 1	20%
Exam 2	25%

Grading scale: 100-94 A; 93-90 A-; 89-87 B+; 86-84 B; 83-80 B-; 79-77 C+; 76-74 C; 73-70 C-; 69-67 D+; 66-64 D; 63-60 D-; 59 and below F.

Please note: Semester grades are not rounded, i.e., a 73.9 is a C-. Nothing below a C will count toward major or minor progression in CCPA or the major in Public Relations and Strategic Communication.

DETAILS REGARDING EACH ASSIGNMENT, READING, DEADLINE, AND EXAM WILL BE PROVIDED BEFORE CLASS BEGINS.

SMU COURSE POLICIES

ACADEMIC HONESTY AND MISCONDUCT: You are bound by the Honor Code and the SMU Student Code of Conduct. For complete details, see <https://www.smu.edu/StudentAffairs/StudentLife/StudentHandbook/HonorCode> and <http://www.smu.edu/StudentAffairs/StudentLife/StudentHandbook/ConductCode>. Ignorance is never an excuse for academic dishonesty. If you have any questions, please ask me. Acts of academic dishonesty will result in a penalty ranging from failure of an assignment to failure of the class, at my discretion.

DISABILITY ACCOMMODATIONS: Students needing academic accommodations for a disability must first register with Disability Accommodations & Success Strategies (DASS). Students can call 214-768-1470 or visit <http://www.smu.edu/Provost/ALEC/DASS> to begin the process. Once registered, students should then schedule an appointment with the professor as early in the semester as possible, present a DASS Accommodation Letter, and make appropriate arrangements. Please note that accommodations are not retroactive and require advance notice to implement.

RELIGIOUS OBSERVANCE: Religiously observant students wishing to be absent on holidays that require missing class should notify their professors in writing at the beginning of the semester, and should discuss with them, in advance, acceptable ways of making up any work missed because of the absence. (See University Policy No. 1.9.)

EXCUSED ABSENCES FOR UNIVERSITY EXTRACURRICULAR ACTIVITIES: Students participating in an officially sanctioned, scheduled University extracurricular activity should be given the opportunity to make up class assignments or other graded assignments missed as a result of their participation. It is the responsibility of the student to make arrangements with the instructor prior to any missed scheduled examination or other missed assignment for making up the work. (University Undergraduate Catalogue)

WEAPONS-FREE CAMPUS: In accordance with Texas Senate Bill 11, also known as the “campus carry” law, following consultation with entire University community SMU determined to remain a weapons-free campus. Specifically, SMU prohibits possession of weapons (either openly or in a concealed manner) on campus. For more information, please see: http://www.smu.edu/BusinessFinance/Police/Weapons_Policy.”

MAYTERM COURSE SCHEDULE

DATE	TOPICS/ASSIGNMENTS
THURSDAY, MAY 17	INTRO TO COURSE AND THE RESEARCH PROCESS INDIVIDUAL RESEARCH PROJECT #1 DUE RESEARCH ETHICS MEASUREMENTS AND SAMPLES QUANTITATIVE DESIGNS AND SURVEYS QUALITATIVE AND SECONDARY RESEARCH TEAM ASSIGNMENTS
FRIDAY, MAY 18	INDIVIDUAL RESEARCH PROJECT #2 DUE NIH COMPLETION CERTIFICATE DUE EXAM #1 REVIEW INTRO TO STATISTICS DATA EXPLORATION AND CORRELATION
MONDAY, MAY 21	EXAM #1 RESEARCH PROPOSALS DUE REPORT WRITING T-TEST AND SCALE RELIABILITY
TUESDAY, MAY 22	RESEARCH PROPOSAL REVIEWS SPSS HOMEWORK #1 DUE REGRESSION
WEDNESDAY, MAY 23	SPSS HOMEWORK #2 DUE SPSS PRACTICE SESSION
THURSDAY, MAY 24	INDIVIDUAL RESEARCH PROJECT #3 DUE SPSS HOMEWORK #3 DUE SPSS PRACTICE SESSION EXAM #2 REVIEW
FRIDAY, MAY 25	FOCUS GROUP REPORT, DATA MANAGEMENT PLAN, AND SURVEY DRAFT DUE
TUESDAY, MAY 29	SURVEY DRAFT AND DATA MANAGEMENT PLAN REVIEWS
WEDNESDAY, MAY 30	EXAM #2
THURSDAY, MAY 31	FINAL PRESENTATION WRAP-UP & TEAM MEETINGS
FRIDAY, JUNE 1	FINAL PRESENTATION WRAP-UP & TEAM MEETINGS
	TEAM LEADER RESEARCH PRESENTATIONS