

Spring 2008
ADVANCED RESEARCH METHODS IN COMMUNICATION
COMM 510

Course Information:

Instructor	Tatyana Dumova, Ph.D.
Course Number	# 17536
Time & Location	Tuesday 6:30–9:15 p.m.; 228 O’Kelly Hall
Office Hours	M 3–5 p.m. W 1–2 p.m.; 223 O’Kelly Hall tel. 701-777-4726 tatyana.dumova@und.edu

Course Prerequisite:

Admission to SComm Ph.D. program.

Course Description:

Discussion of principal knowledge claims, strategies of inquiry, and research methods in the Communication discipline, with a focus on advanced quantitative methods utilized in contemporary communication research.

Course Goals:

- Explore the relationship between theory, methodology, and research.
- Learn advanced quantitative methods utilized in contemporary communication research.
- Write a dissertation research proposal.

Required Texts:

Research Design: Qualitative, Quantitative, and Mixed Methods Approaches, by John W. Creswell. Sage, 2nd ed., 2004

Applied Statistics: From Bivariate Through Multivariate Techniques, by Rebecca M. Warner. Sage, 2007

How to Publish Your Communication Research, ed. by Alison F. Alexander and W. James Potter. Sage, 2001

Recommended:

Writing the Successful Thesis and Dissertation: Entering the Conversation, by Irene L. Clark. Prentice Hall, 2007

Methods of Evaluation:

Dissertation Proposal	– 300 pts (30%)
Two Exams (200 pts each)	– 400 pts (40%)
Weekly Readings, SPSS, and Writing Exercises	– 200 pts (20%)
Chapter Quizzes (four, 25 pts each)	– 100 pts (10%)
	<u>1000 pts (100%)</u>



Classroom Policies:

- Regular attendance is necessary to be successful in this course.
- All assignments should be completed on time. For each day an assignment is late 5 % of the grade will be deducted.
- Students are responsible to keep backups of all assignments.

Academic Honesty:

All students are subject to the UND Code of Student Life, including but not limited to, issues of Scholastic Dishonesty.

Grievance Policy:

The School of Communication follows the Academic Grievance Procedures of the College of Arts and Sciences. The procedures are posted online on the UND College of Arts and Sciences Forms web page at <http://www.und.edu/dept/artsci/forms.html>

Disability Statement:

If you have a disability, you may be entitled to receive individualized accommodations intended to assure you an equal opportunity to participate in and benefit from the course.

To request disability accommodations, please make an appointment to see the instructor. All students will be accommodated to meet their needs. For more information and assistance, please call Disability Services at (701) 777-3245.

Cultural Diversity Statement:

The School of Communication is committed to bringing the richness of cultural diversity to all students. Through active engagement, the School of Communication endeavors to provide multi-cultural opportunities, to reduce cultural stereotypes, to embrace cultural differences, and to promote respect for cultural diversity.

Dissertation Proposal Evaluation:

Due Dates:

Topic/Abstract (250 words)	20	15-Jan
Literature Map	20	22-Jan
Bibliography	40	29-Jan
Review of the Literature	40	5-Feb
Topic Proposal Defense	20	12-Feb
Proposal Outline	20	19-Feb
First Draft	40	16-Apr
Proposal Critique (Peer Review)	25	23-Apr
Final Proposal (20-25 pp.)	50	30-Apr
Final Proposal Presentation	<u>25</u>	30-Apr

Total: 300 pts

Course Schedule:

Week	Date	Seminar	Lab	Reading
1	8-Jan	Designing an Effective Quantitative Research Study	Participants' Master's Thesis Research Designs	CR 1 WA 1-4 CL 1, 2
2	15-Jan	Definitions, Limitations, and Significance	Statistical Significance Testing/Statistical Control	CR 8 WA 5-8 CL 3
3	22-Jan	Writing the Literature Review	Regression Analysis	AP 3 CR 2 WA 9-10 CL 6
4	29-Jan	Writing Strategies and Ethical Issues	Multiple Regression	CR 3 WA 11, 12, 14 CL 10
5	5-Feb	Designing Research: The Introduction	Factorial ANOVA	CR 4 WA 13
6	12-Feb	The Purpose Statement	Analysis of Covariance	CR 5 WA 15
7	19-Feb	Research Questions and Hypotheses	Discriminant Analysis	CR 6 WA 16
8	26-Feb	Midterm Exam		WA 1-16
9	5-Mar	Spring Break, no class	Spring Break, no class	
10	12-Mar	The Use of Theory	Multivariate Analysis of Variance	AP 4, 7 CR 7 WA 17
11	19-Mar	Quantitative Methods	Principal Components and Factor Analysis	AP 5 CR 9 WA 18
12	26-Mar	Qualitative Procedures	Reliability, Validity, and Multiple Item Scales	AP 6 CR 10 WA 19
13	2-Apr	Mixed Methods Procedures	Analysis of Repeated Measures	CR 11 WA 20
14	9-Apr	Writing the Critical/Cultural Essay	Binary Logistic Regression	AP 8 WA 21
15	16-Apr	Discussion of Draft Proposals	No lab	AP 1, 2
16	23-Apr	Peer Review and Evaluation	No lab	CL 9
17	30-Apr	Proposal Presentations	No lab	
18	6-May	Final Exam Tuesday, May 6, 7:45 pm		WA 17-21

Note: CR - Research Design: Qualitative, Quantitative, and Mixed Methods Approaches, by John W. Creswell. Sage, 2nd ed., 2004
 WA - Applied Statistics: From Bivariate Through Multivariate Techniques, by Rebecca M. Warner. Sage, 2007
 AP - How to Publish Your Communication Research, ed. by Alison F. Alexander and W. James Potter. Sage, 2001
 CL - Writing the Successful Thesis and Dissertation: Entering the Conversation, by Irene L. Clark. Prentice Hall, 2007