

JOUR 460: Research Methods in Strategic Communication

Spring 17

Tuesday & Thursday, 1:00-2:15 p.m.
Stauffer-Flint Hall, Room 100

Instructor

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SYLLABUS AGREEMENT FORM

I acknowledge that I have received and reviewed the course syllabus for

Jour 460, Spring 2017.

My class meets on _____(days) at _____(time) in room _____.

I have read the syllabus (either in paper or online), and I understand the classroom policies, instructor's expectations, and rules (e.g., technology and text requirements, grading system, attendance policy, academic integrity policy, assignment responsibilities, grading policies, test policies, etc.) as stated in the syllabus for this course.

If I have any questions or concerns, I will contact the instructor for further explanation.

I understand that I am responsible to complete all homework assignments, quizzes/in-class assignments, and written projects by the due dates as outlined in the syllabus.

I agree to be prepared for and attend class each day and on each scheduled test day.

PRINT NAME _____

SIGNED _____ DATE _____

Student Consent Form – Sharing Course Work

I randomly select several students whose work is copied and included in an archive of student work that I keep for this course. That archive is important to my continued reflection on how well students are learning in my courses. In addition, I may develop a course portfolio in which I write about the quality of student performance that is generated in the course. These examples are a very important piece of my work that I show to other professors to indicate how much and how deeply students are learning. Once a course portfolio is completed, it can also be made available to a wider audience of professors on a public web site on teaching and learning in higher education (www.cte.ku.edu/portfolios).

This form requests your consent to have your work possibly included in discussions of understanding for future students and in any versions of my writing about teaching in a portfolio, at a conference, or in a publication. There is only a small chance your work would be randomly included in my private archive for any assignment, but I ask all students for their permission should that be the case. Note that you have the choice to have your work be anonymous or have your name be part of the work.

Please check the following designated purposes (if any) to which you give your consent:

_____ I am willing to have copies of my coursework available so later students can use it for preparation.

_____ I am willing to have copies of my coursework included in my professor's course portfolio.

_____ I am willing to have copies of my coursework included in public presentations or publications.

Please check one of the following:

_____ I wish to have my name remain on any work that is used.

_____ I wish to have my name removed on any work that is used.

Additional restrictions on the use of my texts (please specify):

Print Name _____ Date _____

Phone Number () _____ Email _____

Course Title _____ Professor _____

By signing below you give your permission that work you produce for this course may be used with the restrictions and for the purposes you indicated above. You understand that your grade is *NOT* connected in any way to your participation in this project, and I will not receive the list of students who have given permission to have their work shared until after I have turned in the grades for the course. Your anonymity will be maintained unless you designate otherwise. Finally, you understand that you are *free to withdraw consent at any time*, now or in the future, *without being penalized*.

Signature _____

Please address questions to: Professor Yvonne Chen, School of Journalism, 785-864-0613,
y.chen@ku.edu.

WELCOME!

Welcome to Research Methods! Research is the foundation for creative strategies and executions in campaigns. Without it, even the most brilliant creative executions would fail.

This course is perhaps one of the most challenging courses you will ever encounter in your undergraduate career. In this course, you will learn a variety of research methods applicable to your internship and future profession. Real-world examples and former students' strategic campaigns will be showcased to demonstrate the importance of research and how fun it can be.

I am excited about embarking on this journey with you and hope you are too!

COURSE DESCRIPTIONS

The heart of this class is to learn how to think critically of a marketing challenge and to apply appropriate research methods to seek insightful solutions and formulate creative recommendations based on solid research findings. Specifically, students will conduct, analyze, and apply various research methods through secondary and primary sources to understand how to address strategic communication problems.

Using a mixture of lectures, discussions, and team-based learning activities, this course will cover how to gather information from secondary sources, collect data from primary sources using both qualitative and quantitative research methods, basic statistics, data analysis, data interpretations, data visualization, and, finally, ways to present data meaningfully in the format of written reports and visual presentations.

COURSE OBJECTIVES: WHAT WILL YOU LEARN?

By the end of the semester, you should be able:

- To understand the role of research in strategic communication process
- To explain the difference between qualitative and quantitative research methods
- To apply both qualitative and quantitative research methods to effectively identify and propose recommendations to solve strategic communication problems
- To connect research findings to the strategic planning process
- To communicate research results clearly, concisely, and effectively in the format of written reports and visual presentations
- To provide constructive feedback through team collaborations and peer evaluations

COURSE STRUCTURE

Our class will be a mixture of lectures, class discussions, and team-based learning activities. Unannounced quizzes will take place randomly throughout the semester. We will also discuss current marketing campaigns so that you will be prepared for your capstone course: Strategic Campaigns and beyond.

READINGS

The required textbook for this course is *Social Science Research: Principles, Methods, and Practices* by Anol Bhattacharjee. It is an open-source textbook and has been uploaded to the course Blackboard site. Additional reading materials will be posted on our Blackboard site. I expect you to have read all the assigned material before class. This will help you better understand the day's topic and will facilitate our discussions.

Finally, you are strongly encouraged to follow professional marketing sources, trade publications, and businesses (e.g., Ad Age, AdWeek, PRDaily, *the NY Times*, etc.) on social media so that you stay up-to-date with what's happening in the industry.

COMMUNICATIONS

The University of Kansas email account (@ku.edu) and Blackboard will be used as a primary vehicle for official communications including announcements of any changes in the course schedule or assignments.

Email is the best way to reach me out of scheduled office hours. **I will typically respond in 24-36 hours from Monday to Friday.** Use basic etiquette (e.g., appropriate salutation/title, signature) – I don't want your email to get lost in my inbox, and it's hard to answer your email if I don't know who you are.

Read this on how to email your professor: <https://medium.com/@lportwoodstacer/how-to-email-your-professor-without-being-annoying-af-cf64ae0e4087#.d37ptc7ag>

SOFTWARE AND WRITING SKILLS NEEDED



Although this course does not require you to be proficient in InDesign, Illustrator, Photoshop, and other software skills, you may want to take advantage of the online tutorials and in-person workshops (free of charge) that J-School provides (<http://www.jourtech.dept.ku.edu/>).

Everyone needs an editor! I highly recommend you to have your individual and group work edited by the Bremner Editing Center staff. See <http://journalism.ku.edu/bremner-editing-center> for how to schedule an appointment.

COURSE REQUIREMENTS & ASSIGNMENTS

You will complete the following assignments for your final grade:

- Class Participation: 5%
- Midterm: 20%
- Individual Research Assignments: 20%
- Team Research Assignments: 35%
- Final: 20%

Class Participation: 5%

Your participation will impact the quality of this course. We will be addressing various aspects of strategic communication research, so regardless of your specific interests, you are expected to take advantage of our discussions to express how you feel about certain matters related to such an important aspect of your future career.

Participation includes comments and involvement in our in-class discussions, participating in peer evaluations, group exercises and workshops, comments or links relevant to the class posted on our Blackboard discussion board as well as other material you will share with our class.

Midterm & Final: 20% each, 40% total

The midterm and final exams will consist of a series of multiple-choice questions. Multiple-choice questions will be answered on a scantron, which I will provide. Our final exam may also include short open-ended questions.

Individual Research Assignments: 20%

As part of our research project, you will each submit the following assignments: moderator guide (20%), survey questionnaire (25%), focus group coding (25%), and an executive summary and infographic (30%).

Team Research Assignments: 35%

As a team, you will conduct secondary and primary research, and make sense of your findings in a series of report. Your grade for your team research assignments will be calculated as follows: Secondary research (22.5%); Moderator guide (5%); Focus group code table (5%); Focus group report (22.5%); survey report (22.5%); Revised reports (22.5%). We will discuss each assignment in more detail during the semester.

Note: Your portion of the team research assignment grades will be adjusted based on multiple peer evaluations. For example, even if your group receives 100% on the secondary research, this does not necessary mean that you will receive 100% of your grade. Your grade could go as low as however your group evaluates your performance. More details will be shared during the semester.

Grading scale:

To calculate your final grade, I will use the following scale:

A = 93-100%
A- = 90-92%
B+ = 87-89%
B = 83-86%
B- = 80-82%
C+ = 77-79%
C = 73-76%
C- = 70-72%
D+ = 67-69%
D = 63-66%
D- = 60-62%
F = 59% or below

It is not my practice to round-up grades except in specific circumstances where special conditions exist that warrant such an action. Keep in mind that your final grade will depend upon your peer evaluations as well. The bottom line: I will do everything in my power to ensure that the final grade in this course accurately and fairly reflects the grade that is earned.

Unless otherwise noted, all assignments are due on the designated date/time. Grades on individual and group assignments will be reduced 10% of your grade for each day they are late. All assignments will be graded for spelling, grammar, and clarity.

MY APPROACH TO WRITING

I only accept assignments that have been carefully formatted and proofread. Professional quality is expected; therefore, multiple revisions are essential. If Hemingway could write 47 endings for his masterpiece, *A Farewell to Arms*, well, we (who are not Nobel and Pulitzer prize winners) don't really have any excuse for not re-writing and editing to get it right.

The following quote from Ursula K. LeGuin should be taken to heart:

" Ignorance of English vocabulary and grammar is a considerable liability to a writer of English. The best cure for it is, I believe, reading. People who learned to talk at two or so and have been practicing talking ever since feel with some justification that they know their language; but what they know is their spoken language, and if they read little, or read schlock, and haven't written much, their writing is going to be pretty much what their talking was when they were two."

Ursula K. LeGuin

GENERAL COURSE POLICIES

This image on the right is not a policy per se but describes the characteristics that I expect to see in a fellow student.

Your Responsibilities

You are responsible for the class materials and announcements even if you do not attend class. Please do not email me and ask whether you've missed anything important today. Get lecture notes from your fellow students if you are absent.

Also, please check your ku.edu e-mail on a daily basis. Finally, I reserve the right to modify this syllabus. Any changes will be announced in class and/or on our Blackboard site and become official.

Diversity

In this class, it is important that you feel comfortable expressing ideas and opinions. I welcome and encourage you to share differing perspectives and diverse experiences and to be respectful of others whose viewpoints and experiences may not be the same as your own.

Class Attendance

All students are expected to attend each class session and participate fully; this implies that all assigned readings should be completed in advance.

I will randomly take attendance a few times during the semester. How many times you are present (excluding excused absences) will determine your attendance/participation grade. Also, I may choose to award participation points for your significant contribution to in-class discussions or faithful attendance.

Absences

Please clear absences (especially for an exam) in advance with the professor (except for medical emergencies) in writing in the form of a memo (e-mail or a hard copy). Excused absences (especially for exams) will be granted only under highly unusual circumstances, such as documented medical emergencies, death of an immediate family member and official KU business. Family gatherings, weddings, vacations, leaving early for the break, etc. do not qualify. Official documents will be required and may be kept by the professor for a certain period of time. In addition, if any of the crucial days this semester (e.g., an exam) is a religious holiday for you and you are not able to attend class, please notify the professor in writing by the end of the third week of this semester. Otherwise your request will not be honored.

Late Work

Each individual and group assignment has a deadline. You are responsible for completing assignments by their deadlines. **Late assignments, unless barring significant intervening circumstances, will be deducted 10% of your grade each day the assignments are late.** If you do not plan to be on campus the day an assignment is due, please submit it in early. If you mail or ask someone else to deliver an assignment, you are still responsible if it does not arrive on time.

Feedback on Your Drafts

I am happy to discuss/review your assignments with you before they are due. This, however, does not mean that your revision will necessarily score better. If you choose not to do so, and receive a grade you do not like, you cannot use excuses such as “I didn’t know what you expected” and try to argue for a higher grade later.

Laptop & Cell Phone Policy

This class prohibits the use of laptop and cell phone, unless it’s requested by the instructor for learning purposes. I’ve found the use of technology during class (e.g., checking your social media updates, shopping, checking wedding photos) is a sign of being disrespectful to the instructor and classmates. All mobile devices, gadgets, etc., including phones, iPods, iPads, etc. must be SILENCED and STORED during all class periods.

Using technology also interferes your learning and contribution in class. Handwriting, according to new scientific evidence, allows you to read more quickly and to remain better at retaining information and generating new ideas. For more details, see *the NY Times* article on “What’s Lost as Handwriting Fades” (<http://nyti.ms/1jMXVhe>).

Research Etiquette

I wish to evaluate you on the basis of your knowledge and understanding, not someone else’s. That being said, I strongly object to the use of online encyclopedias as documentation for research papers. In particular, online encyclopedias are generally not acceptable sources for work in this course.

I appreciate research that refers to a variety of books (from reputable publishers, of course), academic journals, periodicals, professional databases, and research and policy reports. Many useful items can be obtained through the internet, but I urge you to exercise caution in selecting sources that are reputable and sound. If you have any questions, please ask in advance.

Grading

A grade of A is reserved for outstanding achievement; B for above-average performance; C for average achievement; D for below-average work that is passing; and F for unsatisfactory performance. This means you will have to work very hard to get an A.

Grade Change

A change in grade is authorized only under unusual circumstances.

Extra Credit

Do not expect extra credit in this class. If there is any, it will be announced and available to every student in the class.

Make-up Quizzes and Exams

If you have an official excuse (e.g., serious illness, participation in official KU events or other emergencies – which do not include weddings, family gatherings or vacations – you will need official documents), a make-up quiz and exam can be arranged in advance.

An “I” (incomplete)

Incomplete will be given only under very unusual circumstances, such as medical emergencies. You will be required to produce credible documents.

Please refer to the student conduct codes and other KU publications for additional requirements and procedures, such as scholastic dishonesty. Basically, no cheating is allowed on exams, and all work must be your own and created specifically for this class, or you will fail this course. Severe cases of dishonesty or other student conduct issues will be referred to KU authorities.

Your enrollment in this class indicates that you understand and agree to abide by the requirements stated in this syllabus.

Reasonable accommodations will be provided for students with a documented disability. Please notify the instructor of accommodations needed for the course by the end of the third week of class. If you miss the notification deadline, your request will not be honored.

If you miss two out of the first three classes, you will likely be automatically dropped.

Final exam will not be given early. If you are not able to take it on the determined date/time, your final grade will be based on the first 2 exams.

COPYING OR RECORDING CLASS LECTURES

Course materials prepared by the instructor, as well as content of all lectures presented by the instructor in class and on Blackboard, are the instructor's property. Video and audio recording of lectures without instructor consent is prohibited. On request, the instructor will usually permit students to audio tape lectures, on the condition that these audio tapes are only used as a study aid by the individual making the recording. Unless the instructor gives explicit permission, recordings of lectures may not be modified and must not be transferred or transmitted to any other person, whether or not that individual is enrolled in the course. This also applies to any lecture notes and other content prepared by the instructor on Blackboard.

COMMERCIAL NOTE-TAKING POLICY

Pursuant to the University of Kansas' [Policy on Commercial Note-Taking Ventures](#), commercial note-taking is not permitted in Jour 460: Research Methods in Strategic Communication. Lecture notes and course materials may be taken for personal use, for the purpose of mastering the course material, and may not be sold to any person or entity in any form. Any student engaged in or contributing to the commercial exchange of notes or course materials will be subject to discipline, including academic misconduct charges, in accordance with University policy. Please note: note-taking provided by a student volunteer for a student with a disability, as a reasonable accommodation under the ADA, is not the same as commercial note-taking and is not covered under this policy.

SEEKING ASSISTANCE

You are urged to attend office hours or meet with me by appointment to discuss any questions pertaining to the course, the readings, exams and assignments, or career prospects and opportunities. You should not hesitate to seek continuing assistance throughout the semester.

The University of Kansas is committed to helping all students learn. If you have a special need that may affect your learning, please contact me as soon as possible. Please be aware that the KU Office of Student Access Services coordinates accommodations for all students who are eligible. If you have a disability for which you wish to request accommodations and have not contacted this office, please do so as soon as possible. Information about services can be found at <https://disability.ku.edu/>. Or you can visit the office on the first floor of Strong Hall. The phone number is: 785-864-4064. The email is: achieve@ku.edu. Please contact me privately regarding your needs in this course.

ACADEMIC INTEGRITY

Policy on Plagiarism and Fabrication/Falsification -- Adopted May 7, 2004:

The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence.

Penalties for plagiarism, fabrication or falsification can include a failing grade for this course and expulsion from the School of Journalism and Mass Communications.

If you have any questions about what constitutes plagiarism, fabrication or falsification, please consult the professor(s) of this course.

The following definitions are from Article II, Section 6, of the University Senate Rules and Regulations, revised FY98.

Plagiarism

Knowingly presenting the work of another as one's own (i.e., without proper acknowledgement of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.

Fabrication and Falsification

Unauthorized alteration or invention of any information or citation in an academic exercise.

Journalism School Policy on Classroom Attendance:

"No student may add a journalism class after the 20th day of a semester.

"Students must attend their classes and laboratory periods. Instructors may take attendance into account in assessing a student's performance and may require a certain level of attendance for passing a course. Instructors may choose to drop students from a course, based on attendance, without consent.

"The School of Journalism reserves the right to cancel the enrollment of students who fail to attend the first class or laboratory meeting."

"The KU Office of Student Financial Aid is required by federal law to determine whether students who receive aid are attending each class in which they are enrolled. Instructors are required to report to that office absences of students who have stopped attending and names of those who have enrolled but never have attended. Students who do not attend classes may be required to repay federal and/or state financial aid.

"Students who receive any form of financial aid should learn all requirements including minimum hours of enrollment and grades to qualify for and retain that aid."

Inclement Weather and Special Needs - In the event of inclement weather, the decision to cancel classes is made by KU officials. To determine whether snow or icy conditions have canceled classes, call 864-7669 (864-SNOW). The Office of Student Access Services, 22 Strong Hall, 785-864-2620 (v/tty), coordinates accommodations and services for KU students with disabilities. If you have a disability for which you may request accommodation in KU classes and have not contacted Student Access Services, please do so as soon as possible. Please also contact me privately in regard to this course.

Revised 8/3/06

August 11, 2016

COURSE SCHEDULE

*Note: Course schedule subject to change. Any changes to due dates will be announced by email or in class.

	Topic	Required readings	Due dates
Week I			
T. Jan. 17	Thinking about research		
Th. Jan. 19	Research Basics	-Chapter 1: pp. 1-6	
Week II			
T. Jan. 24	Thinking like a researcher	-Chapter 2: pp. 9-13 -Chapter 3: pp. 22-24	
Th. Jan. 26	Secondary research	-Using library and database resources (BB)	
Week III			
T. Jan. 31	Workshop: Secondary research	-Chapter 13: pp. 115-116	
Th. Feb. 2	Workshop: Google analytics		Team contracts
Week IV			
T. Feb. 7	Qualitative research	-Introduction to qualitative research (BB)	Focus group days/times
Th. Feb. 9	Qualitative research (cont.)	-Brief guide for focus groups (BB)	Secondary research
Week V			
T. Feb. 14	Workshop: Moderator Guide	-Moderator role (BB)	Individual moderator guide: W. 2/15, 5pm
Th. Feb. 16	Workshop: Conducting a focus group	-Conducting focus groups (BB) -Chapter 9: pp. 78-80	Team moderator guide: F. 2/17, 5pm
Week VI			
T. Feb. 21	Workshop: Conducting a focus group (cont.)		
Th. Feb. 23	Ethnographic research	-Ethnographic research (BB) -Airbnb in Japan (BB)	

Week VII

T. Feb. 28	Quantitative research	-Chapter 9: pp. 73-75 -Chapter 9: pp. 80-82 -Chapter 10: pp. 83-87	
Th. March 2	Quantitative research (cont.)	-Chapter 7: pp. 55, 56, 58 -Chapter 8: pp. 65-70	

Week VIII

T. March 7	Workshop: Types of scales	-Chapter 6: pp. 43-49	
Th. March 9	Workshop: Developing survey questions	-Chapter 9: pp. 75-78	

Week IX

T. March 14	Workshop: Developing survey questions (cont.)		Survey questionnaire (individual): 5pm
Th. March 16	Midterm		

Week X

T. March 21	No class: Spring Break		
Th. March 23	No class: Spring Break		

Week XI

T. March 28	Workshop: Analyzing qualitative data	-Analyzing focus group data (BB) -Chapter 13: pp. 113-115	Focus group transcription
Th. March 30	Workshop: Analyzing qualitative data		Individual focus group coding: F. 3/31, 5pm

Week XII

T. April 4	Workshop: Analyzing qualitative data		Team focus group table: 5pm
Th. April 6	Workshop: Writing Qualitative Findings	-Creating excerpt-commentary units (BB)	

Week XIII

T. April 11	Workshop: Focus Group		Focus group report: W.
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	Report		4/12, 5pm
Th. April 13	Workshop: Analyzing quantitative data	-Chapter 14: pp. 119-122	

Week XIV

T. April 18	Workshop: Analyzing quantitative data		
Th. April 20	Workshop: Analyzing quantitative data		

Week XV

T. April 25	Workshop: Writing quantitative results		
Th. April 27	Data Visualization		Survey group report

Week XVI

T. May 2	Workshop: executive summary & Infographic		Individual executive summary & Infographic: 5pm
Th. May 4	Workshop: Revising reports		Revised reports: Th. 5/11, 5pm

Final Exam

Friday, May 12, 1:30 – 4:00 p.m. https://registrar.ku.edu/spring-2017-final-exam-schedules
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