

JOUR 840 – Seminar in Experimental research Methods
Syllabus – Fall 2018

Monday 4:30PM - 7:00PM, SF 206

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Office hours; Monday 1:00 – 2:30 and by appointment

Introduction:

This course aims to familiarize you with the basic methods of experimental research. The class is a graduate level class, and will be based on individual and teamwork assignments. It is expected from you to come to class prepared to discuss the readings and participate in class exercises.

Goals:

Know-How. This course is aimed to introduce you to concepts and methods of experimental research, and to enhance your understanding of how experimental research fits within the broader framework of media studies.

Hands-on Experience. This course is aimed to afford you valuable hands-on experience in designing and conducting experimental research, in interpreting quantitative research results and in understanding how different data analysis methods can work together to provide a more accurate image of the researched subject.

Professional Career. This course aims to prepare you with refined abilities to develop, conduct, present and defend complex experimental research assumptions and projects, while concomitantly help you in developing appropriate research for your dissertation or thesis. The course will also address how experimental research can complement other data gathering methods, either quantitative or qualitative.

Recommended general research readings (not mandatory):

1. The Craft of Research (Booth, Colomb and Williams)
2. Introduction to Quantitative Research Methods (Balnaves and Caputi)
3. Media Research Techniques (Berger)

Readings for class will be announced.

Course Structure:

The course is divided into three main sections:

- General overview of quantitative and qualitative research methods. The experiment.
- Experimental research principles and types of experiments. Experimental design.
- Data for and from experimental research. Data analysis.

Lectures:

This is a seminar-type class where you are expected to come prepared to discuss in detail the scheduled research topic. You will also be tasked, from time to time, to prepare a presentation on a research topic or on a specific research article. It is the duty of the student to talk and ask guidance for the presentation from the instructor and to consult secondary sources in order to

prepare a focused and detailed presentation. A handout outlining main points should be prepared for class and approved by the instructor. Each student will deliver at least two presentations during the semester, individual or as part of a team.

The student (s) delivering the presentations will send the instructor an individual reflection letter (email) describing their experience in preparing the lecture and experience during presentation. Please be as specific as possible and provide details and personal observations. This letter should be emailed the same day as the presentation, by 11:59 pm. The thoroughness in preparing and the quality of your presentations will count for 20% of your final grade.

Written examinations:

There will be no written examination in this class. I expect you to continuously learn, improve, and be active participants in class, as class participation will account for 10% of your final grade.

You will have to complete several projects and assignments, which will count towards your final grade. This will count for 20% of your final grade.

In addition to your final project, it is mandatory for you to get involved with an experimental research project during the semester (from searching and writing a literature review for a study to data collection and analysis). You can choose to work on one such a research project as long as it is under the direction of a member of J-School’s graduate faculty and IT IS NOT a requirement for other course you are taking. At the end of the semester you’ll have to provide a description of the project, hypotheses and/or research questions, methodology, results (if available) and a one-page letter describing your contribution to the project, signed by you and the faculty member that chaired the project.

This activity is will count up to 10% credit towards your final grade.

Final project:

A research proposal will constitute the final project for this class. You are not required to prepare a project related to your project or thesis. Details about the content of the final project will be given during the semester. You will have to present and defend the project on the last day of class, and counts for 20% of your final grade. The final research project counts 20% towards your final grade.

Final project is due on December 14, 2018 at 5:00 pm.

Course Requirements:

- Attend all class lectures and meetings.
- Prepare for class by reading the assigned readings.
- Prepare for your presentations.
- Turn in all papers on time.
- Participate in class discussions.

Schedule:

Date	Topic
08.20.2018	Introduction; What is experimental research. Causality and Mill’s canons for experimental research.
08.27.2018	Review of quantitative and qualitative research techniques. Levels of measurement. Types of variables. Research question versus hypothesis. The role of the experiment. Experimental research designs (overview).

09.03.2018	Labor Day
09.10.2018	The experimental research argument. Hypothesis testing. Statistics for experimental research – part 1. Experimental designs part 1. Individual research proposal topic and hypotheses due.
09.17.2018	Statistics for experimental research – part 2. Experimental designs part 2. Data collection.
09.24.2018	Individual study session – developing experimental research proposal.
10.01.2018	Group research assignment. Collaborative work. Understanding research data.
10.08.2018	Research Ethics.
10.15.2018	Fall break
10.22.2018	Validity in Experimental Research. Psychophysiology principles.
10.29.2018	Control Techniques in Experimental Research.
11.05.2018	Collaborative and individual research working session.
11.12.2018	Quasi-experimental research designs
11.19.2018	Single case research designs
11.26.2018	Experimental Research reporting.
12.03.2018	Final project review and presentations

Academic Dishonesty and Misconduct:

Academic honesty is fundamental to the activities and principles of a university. All members of the academic community must be confident that each person’s work has been responsibly and honorably acquired, developed and presented. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful.

Academic dishonesty and misconduct includes, but is not limited to, extensive use of materials from another author without citation or attribution; extensive use of verbatim materials from another author without citation or attribution; extensive use of materials from past assignments; and extensive use of assignments from other courses. When in doubt about plagiarism, paraphrasing, quoting or collaboration, consult the course instructor.

For exams, academic dishonesty and misconduct includes conferring with classmates during an exam in any way; copying or reading another’s test; and using notes and other materials without permission of the instructor.

Academic dishonesty and misconduct also includes forgery; obstruction or disruption of teaching; physical abuse or safety threats; theft; property damage; disruptive, lewd or obscene conduct; abuse of computer time and university facilities; repeated failure to attend class when attendance is required; and repeated failure to participate or respond in class when participation is required.

The academic community regards academic dishonesty and misconduct as extremely serious. Violations of any of the principles outlined above may lead to consequences ranging from failing the course to probation to expulsion.

Academic and Professional Ethics:

The School of Journalism is committed to the highest standards of academic and professional ethics and expects its students to adhere to those standards.

Students are expected to observe strict honesty in academic programs and as representatives of school-related media. Students enrolled in media-related courses are expected to avoid any potential conflict of interest and should consult with faculty editors if there are questions about what might constitute a violation.

Violations of any of the principles outlined above may lead to consequences ranging from failing the course to probation to expulsion.

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.

School Laboratories:

The School provides computer and broadcast laboratories for student use. The computer lab in 105 Stauffer-Flint will be open the following hours during the semester: Sunday: noon to 10 p.m.; Monday-Thursday 5-10 p.m.; and Friday 9-5 p.m. Computers are available on a first-come, first-served basis.

The Weir Production Laboratory in the Dole Center will be open 10 a.m. – 8 p.m. Monday-Thursday and 10 a.m. to 5 p.m. on Friday. Students may sign-up for editing time and equipment on a first-come, first-served basis through Outlook Web Access, www.mail.ku.edu. Instructions are available on the J-School Web site, www.journalism.ku.edu. (Look under the “reservations” link on the right side of the page.) Students may reserve camera equipment no more than three hours at a time and editing equipment no more than two hours at a time.

All times are subject to change. For the first two full weeks of the semester, the Weir Production Laboratory will close at 5:00 p.m. Extended lab hours will be announced later in the semester.

There are adequate laboratory resources available for students who complete their assignments in a timely manner.

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 Disability Resources (DR), 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 DR, please do so as soon as possible. Please also contact me privately in regard to this course.

Revised 8/3/06

Copying or Recording:

Course materials prepared by the instructor, as well as content of all lectures presented by the instructor, are the instructor's property. Video and audio recording of lectures without instructor consent is prohibited. On request, the instructor usually will 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.

Religious Holidays:

Students are excused for religious holidays. Please let your instructor know in advance if you have a conflict.

Policy on conceal and carry:

Individuals who choose to carry concealed handguns **are solely responsible to do so in a safe and secure manner in strict conformity with state and federal laws and KU weapons policy.**

Safety measures outlined in the KU weapons policy specify that a concealed handgun:

- Must be under the constant control of the carrier.
- Must be out of view, concealed either on the body of the carrier, or backpack, purse, or bag that remains under the carrier's custody and control.
- Must be in a holster that covers the trigger area and secures any external hammer in an un-cocked position
- Must have the safety on, and have no round in the chamber.

Lab classes

This course takes place in spaces that will require students to leave belongings such as backpacks and purses away and unattended for the duration of class time. Students who choose to carry a concealed handgun in a purse, backpack, or bag must review and plan each day accordingly, and are responsible for making alternate arrangements as necessary. The university does not provide appropriate secured storage for concealed handguns.

Individuals who violate the KU weapons policy may be asked to leave campus with the weapon and may face disciplinary action under the appropriate university code of conduct.

Tests and Quizzes

Instructors are allowed by Kansas Board of Regents policy, to require backpacks, purses and other bags be placed out of reach of students during exams and quizzes, and as such those items will not be under the constant control of the individual. Students who choose to carry a concealed handgun in a purse, backpack, or bag must review and plan each day accordingly, and are responsible for making alternate arrangements as necessary. The university does not provide appropriate secured storage for concealed handguns.

Individuals who violate the KU weapons policy may be asked to leave campus with the weapon and may face disciplinary action under the appropriate university code of conduct.

Performance classes / Athletic training / recreation classes / other

This course requires interactive movement, clothing changes, and/or physical contact with others that may reveal the presence of a concealed handgun. Students who choose to carry a concealed handgun must review and plan each day accordingly and transfer their handgun to a secured device in their vehicle or their residence before arriving to class. The university does not provide appropriate secured storage for concealed handguns or any other weapons.

Individuals who violate the KU weapons policy may be asked to leave campus with the weapon and may face disciplinary action under the appropriate university code of conduct.

Individuals who violate the KU weapons policy may face disciplinary action under the appropriate university code of conduct, including dismissal from the course.

Signage

Ambler Rec Center (and other studio or workshop lockers)

The recreation center lockers are not approved secured storage for handguns. Individuals who choose to carry a concealed handgun must plan their day accordingly and transfer their handgun to an approved secure storage device in their vehicle or their residence before arriving for recreational activities.

Miscellaneous:

This information is subject to change at the discretion of the instructor and/or the University.

Grading Policy:

Class attendance and overall class participation: 10%

Class presentations: 20%

Projects and assignments: 20%

Participation in running experiments: 10%

Project defense presentation: 20%

Final project: 20%

Grades:

Grades will be awarded based on the following percentage:

A (94-100)

A- (93-90)

B+ (87-89)

B (84-86)

B- (80-83)

C+ (77-79)

C (74-76)

C- (70-73)