

JOUR 862: Data Collection II

Fall 2018

Professor:

Scott Reinardy

Professor

reinardy@ku.edu

Stauffer-Flint 200D

(785) 864-7691 (office)

Course Objectives

By the end of this course, students will be able to:

- Design an original dataset that addresses a pertinent problem or question
- Collect quantitative and qualitative data using primary research methods
- Describe and evaluate the strengths and weaknesses of primary data collection methods
- Communicate the results and processes of data collection to appropriate audiences

Course Structure and Assignments

This is an eight-week course consisting of a series of tasks that include videos, readings and assignments. There are between one and three assignments due each week.

The assignments and their grade values:

- 1.1: Research topic introduction (100 points)
- 1.2: Human subjects research training certificate (50 points)
- 1.3: Human subjects research training reflection (50 points)
- 2.1: Survey sample consultations (100 points)
- 2.2: Sample plan (100 points)
- 3.1: Revising survey questions and responses (100 points)
- 3.2: Survey questions (100 points)
- 4.1: Qualtrics tutorial project survey (100 points)
- 4.2: Revised survey questions (100 points)
- 5.1: Qualtrics survey online (100 points)
- 6.1: Pretest and cognitive interviewing report (100 points)
- 6.2: Distribution plan (100 points)
- 7.1: Data collection reflection (100 points)
- 7.2: Data documentation report draft (100 points)
- 8.1: Final report (200 points)

Detailed information about each week's tasks and assignments will become available 10 days prior the start of each new week.

Assignment submission

Assignments are due at 8 a.m. Mondays, except the final assignment, which is due 6 p.m., Friday, Dec. 14. Any assignments submitted after the deadline receives a grade of zero.

Each assignment’s guidelines contain instructions about how to submit the assignment on Blackboard (or otherwise). Read and follow these instructions carefully. Any assignment submitted without following the assignment’s submission instructions will not be graded and will receive a grade of zero.

If Blackboard is not cooperating when submitting an assignment, the assignment should immediately be emailed to the instructor (reinardy@ku.edu) prior to the deadline. Assignments received after the deadline will receive a grade of zero.

Grading

Each assignment will be graded using a rubric, which can be accessed on the assignment’s instructions page. Each rubric is tailored to the individual assignment. Students should check each assignment against its rubric before completing and submitting the assignment.

All assignments total 1,500 points. Final grades will be determined as follows:

from	1,402	1,342	1,297	1,253	1,192	1,148	1,102	1,042	997	952	892	0
to	1,500	1,401	1,341	1,296	1,252	1,191	1,147	1,101	1,041	996	951	891
grade	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F

Convention method of rounding fractions will be applied.

Communication Expectations

Email is the most efficient way to reach the instructor (reinardy@ku.edu).

Generally, the instructor will respond to students’ emails within 24 hours or less.

Students can use the Slack discussion board linked at the bottom of each week’s instructions to pose questions to their classmates.

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.