

JOUR 460: Research Methods in Strategic Communication
Fall 2019: T/TH 4:00pm – 5:15pm
(MAL 2002)

Instructor:	Dr. Hyejin Bang
Office:	Stauffer-Flint Hall Room 205D
Email:	hjbang@ku.edu
Phone:	785.864.0611
Office Hours:	T/TH 3:00 pm-4:00 pm and by appointment

Graduate Teaching Assistant :	Chanapa Noonark
Office:	211A Stauffer-Flint Hall (inside the Resource Center)
Email:	c470n892@ku.edu
Office Hours:	M/W 1:00 -2:00 pm and by appointment

Note:

The schedule below may be modified and any potential changes will be announced in advance.

GREETINGS:

Welcome to Research Methods! This course is designed to introduce you to strategic communication research methods and enable you to develop your own research and data interpretation skills. We will discuss the main research methods used in our field and how they apply to various strategic communication questions. You should find this course challenging and fun.

COURSE DESCRIPTION

“Students conduct, analyze and apply research to develop strategy and guide decisions related to communication campaigns. In addition to studying qualitative and quantitative research methods as well as basic statistics, students develop critical thinking skills by defining research problems and producing insightful solutions. Prerequisite: Admission to the School of Journalism and JOUR 433 for students who started at KU prior to Fall 2012. For students starting Fall 2012 and after, prerequisite is admission to the School of Journalism and JOUR 320.”

ABOUT THIS SYLLABUS

This syllabus contains detailed information about everything. During the semester, if you have any questions, look at the syllabus first. Then, if you don't understand something presented in the syllabus, ask questions. It is your responsibility to read, understand, and follow the syllabus. I should not have to constantly remind you of deadlines when it is clearly marked on the syllabus and on Blackboard.

COURSE OBJECTIVES

By the end of this course, you should be able to:

- Understand the relationship between research methods and strategic communication questions
- Understand data collection and analysis procedures
- Explain the difference between quantitative and qualitative research methods
- Develop a research design and research instruments based on a specific question
- Conduct primary research using a specific research method
- Write a research report with recommendations grounded in your own research

TEXTBOOK

The required textbook for this course is *Social Science Research: Principles, Methods, and Practices* by Anol Bhattacharjee. It is an open-source text book freely available online. 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.

COURSE EVALUATION

You will complete the following assignments for your final grade. Specific guidelines will be posted on Blackboard:

Class Participation/Attendance	5%
Research Participation Pool	3%
Google Analytics Certificate	7%
Group Research Assignment	35%
Individual Research Assignment	15%
Exams	35%

Total	100%
-------	------

GRADING SCALE

Points for each graded assignment and total points for the semester listed on the scale below determine letter grades.

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

Class Attendance/ Participation (5%)

• **Attendance:** Students are expected to attend *all classes on time*, and I'll take attendance at the *beginning* of each class. Attendance is crucial to the success of this class. Please note that more than two unexcused absences will affect your final grade. Each additional absence will take away two points from your final grade. For instance, if you have three unexcused absences and your final calculated grade is 91, you will receive an 89 for the class. If you have four unexcused absences, I will deduct four points from your final calculated grade. Late arrivals (more than 10 minutes) will be counted as an absence. If you have more than four unexcused absences, you are eligible to be dropped from the course. 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.

• **Participation:** 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 communication matters related to your future career.

To encourage you to learn how to apply concepts learned in class and research methods into practice, there will be some in-class assignments. These assignments will consist of questions based on the lecture and/or reading assigned for the class. Laptops or smartphones are allowed to participate in the in-class activities, but are NOT to be allowed for texting, checking emails, or surfing the Web.

Research Participation Pool (3%)

This course is part of the research participant pool for the School of Journalism and Mass Communications, which means that you are expected to participate in research studies in our field as part of your overall grade. You are each expected to take part in three studies this semester, worth 3% of your final grade (1% per completed study). Researchers will contact you directly during the semester with specific details about their study. If you do not wish to participate in a study, you will have the option to write a summary of a peer-reviewed research article instead (please see guidelines on Blackboard). If you do not wish to participate in any study, you will have to write three research summaries in order to obtain full credit. Deadlines to participate in the studies or write the research summaries will be set by the researchers.

Google Analytics Certificate (7%)

You are required to complete the "Google Analytics for Beginners" course from the Google Analytics Academy and obtain your certificate by the end of the semester. Following the "Google Analytics Certification Process Guide," you will complete the course at your own pace. This is not something that you will be able to complete overnight – start as early as you can. The process of certification (and the certificate itself) will be extremely helpful to your resume and your future career as you prepare to enter the job market. You must email me a copy of your

certificate by our last class session. Google Analytics Academy can be found [here](https://analytics.google.com/analytics/academy/).
(<https://analytics.google.com/analytics/academy/>)

Google Analytics Academy can be found at the following link:
<https://analytics.google.com/analytics/academy/>

Group Research Assignments (35%)

Research is learned by doing research. Therefore, you will be conducting a real-world research project this semester. 4-5 students will work together as a team. As a team, you will conduct secondary and primary research, and make sense of your findings in a series of reports. Your grade for your team research assignments will be calculated as follows:

- Secondary research (15%)
- Focus Group
 - Moderator guide (10%)
 - Focus group report (25%)
- Survey report (35%)
- Infographic (15%)

Individual Research Assignments: 15%

As part of our research project, you will each submit the following assignments: moderator guide (25%), survey questionnaire (30%), focus group coding (30%), and a reflection (15%).

Exams (35%)

Two exams will be held in class during regularly scheduled class period. Exams are designed to test your knowledge and application of the main ideas covered in the text chapters, class discussions and lecture notes. The exams will consist of a series of multiple choice questions, T/F questions and open-ended questions. The exams will not be cumulative. Dates of these exams have been scheduled tentatively, but may change depending upon progress in the class. It is important to note that **you cannot make up a missed exam for a grade. No excuse will be accepted.**

GENERAL COURSE POLICIES

Your responsibility

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.

The University of Kansas email account (@ku.edu) will be used as a primary vehicle for official communications including announcements of any changes in the course schedule or assignments. Thus, it is your responsibility to regularly monitor your KU email account. I will use the class Blackboard space to post class materials. Email is the best way to reach me out of scheduled

office hours. It is recommended that you use your KU email account when corresponding with me, since messages sent from other servers can be interpreted as junk or spam and thus not received.

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.

Classroom behavior

Our class time is a time for learning. The atmosphere of the classroom is one of mutual respect. This means that you'll be treated with respect, and that you are expected to treat the instructor and other students with respect as well.

- Refrain from using cell phones/pagers in class; please turn them off during class time unless it's requested by the instructor for learning purposes.
- Be on time.
- Don't read the newspaper, surf the Internet, study for other exams or talk to other people.
- Be engaged, active and respectful.
- Inappropriate, vulgar, obscene, threatening or other negative discourse will not be tolerated.

ACADEMIC INTEGRITY POLICY

In this class, and in all journalism classes, honesty and integrity are critical. Any work you do must be original and reflect your own ideas, thoughts, and research. In a work setting, if you choose to violate professional standards, you will be fired. In this class, if you choose to violate the standards for academic integrity, you'll fail the course, and you may be expelled from or denied admission to the School of Journalism. Here is the journalism school's official policy statement:

Misconduct

You are bound by the university rules on academic misconduct. If you have any questions about what constitutes cheating, please ask BEFORE your endeavor.

Policy on Plagiarism and Fabrication/Falsification

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 the 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 of the 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.

Financial Aid Policy

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.

COPYING OR RECORDING OF CLASSROOM LECTURE

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 record lectures, on the condition that these recordings 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.

COMMERCIAL NOTE-TAKING

Pursuant to the University of Kansas' [Policy on Commercial Note-Taking Ventures](#), commercial note-taking is not permitted in this course. 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.

CONCEALED HANDGUNS

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.

IMPORTANT RESOURCES:

JSchoolTech provides technical training through workshops, small-group training and online tutorials. We offer support for class assignments, as well as opportunities to apply learning in new ways. View and sign up for events at jschooltech.org.

The Career and Outreach Office at Stauffer-Flint, Room 120, provides services for all students at the William Allen White School of Journalism and Mass Communications. If you need assistance with resume and cover letter development, job search strategy, internships, mock interviews and LinkedIn profile, schedule an appointment with Steve Rottinghaus at steve_rottinghaus@ku.edu. Make sure to follow job and internship postings on Twitter at [@Rhaus90](https://twitter.com/Rhaus90).

J-School Generations is an annual event that brings together J-School alumni and students to connect, network and have fun. It will take place on Thursday Oct. 24 and Friday Oct. 25. Our alumni, who work in all facets of journalism and strategic communication, are eager to share their advice with you. Learn more and sign up for events [here](http://journalism.ku.edu/j-school-generations) (<http://journalism.ku.edu/j-school-generations>).

Tentative Course Schedule

	Dates	Topics	Required Readings	Due dates
1	27-Aug	Thinking about Research		
	29-Aug	Research Basics	Ch.1 (pp.1-6)	
2	3-Sep	Thinking Like a Researcher	Ch.2 (pp.9-13) & Ch.3 (pp.20-24)	Meet with your group
	5-Sep	Secondary Research	Using library and database resources (BB)	Team contracts due at the beginning of class—hardcopy submission
3	10-Sep	Workshop: Secondary Research		Discuss focus group days/times (by 10/5)
	12-Sep	Qualitative Research I	Introduction to qualitative research (BB)	
4	17-Sep	Qualitative Research II	Brief guide for focus groups (BB) Moderator Role (BB)	Secondary research report: 9/18 by 5pm
	19-Sep	Workshop: Moderator Guide		Individual moderator guide: 9/20, 5pm Team moderator guide: 9/23, 5pm
5	24-Sep	Workshop: Conducting a Focus Group		
	26-Sep	Quantitative research I	Chapter 9: pp. 73-75 Chapter 9: pp. 80-82 Chapter 10: pp. 83-87	
6	1-Oct	Quantitative research II	Ch. 7 pp.55,56,57 Ch.6 pp.43-49	
	3-Oct	Workshop: Developing survey questionnaire I		Individual Survey Questionnaire: Oct 4, 5pm
7	8-Oct	Workshop: Developing survey questionnaire II & Midterm Review		Team Survey Questionnaire: Oct 8, 5pm
	10-Oct	Midterm		
8	15-Oct	Fall Break		
	17-Oct	Google Analytics (Heather)		FGI transcript: 10/17, 5pm
9	22-Oct	Workshop: Analyzing Qualitative Data I	Analyzing focus group data (BB) Chapter 13: pp. 113-115	
	24-Oct	Workshop: Analyzing Qualitative Data I		
10	29-Oct	Workshop: Writing Qualitative findings		
	31-Oct	Group Consultation		
11	5-Nov	Group Consultation		

	7-Nov	Analyzing Quantitative Data 1	Chapter 14: pp. 119-122	FGI Report due, 11/8, 5pm
12	12-Nov	Analyzing Quantitative Data 1		
	14-Nov	Workshop: Writing quantitative results		
13	19-Nov	Data visualization (SF 111)		
	21-Nov	Data visualization (SF 111)		
14	26-Nov	Work on survey report		Survey report: 11/27, 5pm
	28-Nov	Thanksgiving Break		
15	3-Dec	Workshop: Infographic		Infographic: 12/4, 5pm
	5-Dec	Exam II		
16	10-Dec	Workshop: Revising Reports		
	12-Dec	Reflection		Reflection paper: 12/12, 5pm

**** The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary. You are responsible for changes announced in class or via email.***