

Introduction to Communication Research

Summer 2017 (3 credits)

Dr. Melissa Maier

Phone: 715-346-3779

ONLINE

Office: CAC 307, Mailbox: CAC 225

Email: Melissa.maier@uwsp.edu

Office hours: Virtual or by phone, by appointment. See "Course Policies" below.

Course Description

The purpose of this course is to introduce you to ways of conducting research on human communication. By finishing this course, you should be able to:

- Comprehend and accurately use research vocabulary
- Locate, read, and write about peer-reviewed research on human communication
- Develop questions about human communication that can be answered through research.
- Apply communication research methods to research questions.
- Analyze and interpret data at a basic level
- Evaluate the quality of research findings

Required Text

The text for this course is an e-book. It is available online through McGraw Hill CONNECT. You can access the course site and e-book using the following link: <http://connect.mheducation.com/class/m-maier-comm-201-summer>. You must use your UWSP email address to register for the course through the CONNECT site. You will be prompted through your registration. If you have trouble getting access to the CONNECT site, please visit McGraw Hill Customer Service: <https://mhedu.force.com/CXG/s/>.

Text information: Keyton, J. (2015). Communication research: Asking questions, finding answers, 4th edition. Dubuque, IA: McGraw Hill.

If you prefer to have a physical text, the text ISBN is: 978-0-07-803691-0.

Note: You will still need to purchase CONNECT access to complete your assignments

Course Evaluation

LearnSmart Assessments (18 @ 10 pts)	180 points
Exams (18 @ 30 points)	540 points
Homeworks (4 @ 70 pts)	280 points
Total:	1000 points

Letter grades will be based on the following scale:

A = 94-100%	A- = 90-93.9%	
B+ = 87-89.9%	B = 84-86.9%	B- = 80-83.9%
C+ = 77-79.9%	C = 74-76.9%	C- = 70-73.9%
D+ = 67-69.9%	D = 64-66.9%	D- = 60-63.9%
F = 59.9% or below		

LearnSmart Assessments: LearnSmart Assessments are located on the McGraw Hill CONNECT site. The assessments provide guided reading with highlighted sections to focus on important ideas from the chapter, and culminates with a brief reading quiz. You can retake the quiz as many times as you'd like, up until the final deadline, to continuously improve your grade.

Exams: There is a short exam for each chapter of the book on the CONNECT site. Exams are approximately 15 questions (multiple choice, true/false, matching). The exams are timed for 20 minutes. You only have 1 attempt to complete the exam.

Homeworks: There are 4 homework assignments throughout the course, designed to provide practical experience related to various concepts of communication research. The homeworks can be accessed through the **CONTENT** tab on the D2L course site.

Course Policies

Deadlines: All assignments are due by 11:59 p.m., to D2L or CONNECT, on the date of the last module for which they are assigned. LATE WORK WILL NOT BE ACCPETED. Any assignments submitted after 11:59 p.m. on the date they are due will receive a zero. Technology problems, athletic schedules, work schedules and the like will not excuse you from adhering to the deadlines.

Written work: Written work must be completed and submitted by the specified due date. Written work should be typed, double-spaced, 1 inch margins, 12 point Times New Roman Font. Failure to follow these guidelines will result in a grade deduction. Additionally, headings can be VERY brief. I do notice when you have a 3 inch heading at the top of your paper. Page requirements are somewhat flexible, but they apply to content, not excessively spaced headings.

Grading: Grade inflation has led many students to expect that showing up and turning in every assignment guarantees them an “A” in the course. To avoid any later confusion, I’d like to clarify my grading philosophy:

- **A:** Exemplary, nearly flawless work, greatly exceeds expectations.
- **B:** Above average, consistently high achievement, exceeds expectations.
- **C:** Average, satisfactory performance. Meets minimum expectations.
- **D:** Below average, unsatisfactory, fails to meet minimum expectations of course.
- **F:** Insufficient quality for college-level work. Does not meet expectations.

Grade reassessment: If you disagree with a grade you are assigned, you have the right to request a grade reassessment. Any grade inquiry must be made through a grade reassessment request. Please be aware that a reassessment of your work means it will be re-graded. Reassessments may result in a grade change, and reassessment grades may be lower or higher than the original grade. Once reassessed, the new grade will be entered in the grade book, cancelling out the original grade. If you would like to request a grade reassessment, please adhere to the following guidelines:

1. Grade reassessment requests can be submitted beginning 24 hours after grades have been posted.
2. To request a grade reassessment, you must provide a 1-2 page, typed justification for the reassessment, and must indicate how the work met the requirements of the assignment.
3. Grade reassessment requests must be received within one week of grades being posted and should be submitted via email.

Office hours: Office hours in the online context are a bit different than in the traditional face-to-face format. I will check email and the course site each day from Monday mornings at 8:00 a.m. through Friday afternoons at 3:00 p.m. I will not read or respond to emails as readily, nor will I check the course site as regularly beginning Friday at 3:00 p.m. through Sunday evening. I will not be physically available for the duration of our course. I will have access to email and phone, and I am equipped for Skype, Facetime, and Google Hangouts, if you would like to communicate “face-to-face,” I would be happy to work with you to video chat. Communicating with you is a part of my job, and I welcome the opportunity to get to know you better.

I will typically not answer questions that can be found in the syllabus or on the course modules/assignment sheets. There are two discussion boards available to you throughout this course for seeking assistance.

1. *Ask the Instructor:* If you have a question that is relevant to the entire class, please post to the *Ask Your Instructor* forum on D2L. I will check the forum and respond to your questions/comments daily Monday - Friday. Sometimes your classmates can respond more quickly, please take advantage of the forum.
2. *Student Lounge:* This is a hangout for the students of the course. If you want to connect with each other about assignments, course content, or life in general, you may use this forum. I do NOT read posts in the student lounge.

Email policy: Teaching is very important to me. So is this course; however, this course is not my only responsibility. During the summer I conduct research and perform service as part of my job responsibilities, in addition to my personal responsibilities. Email consumes a great deal of my time. Considering this, I ask that you consider carefully before emailing me, and please adhere to the following guidelines:

1. Emails should be reserved for setting up face-to-face or virtual appointments with me.
2. Emails should not ask general questions about assignments, deadlines, etc. All policies, assignment guidelines and rubrics are posted to the D2L site, either in the “Course Assignments” folder, or on the course syllabus. If

you cannot find the answer to your questions in those places first, please use the “Ask the Instructor” or “Student Lounge” discussion forums.

3. Emails should not ask for grade reassessment. Please see the grade reassessment policy below. I will not discuss grades over email.
4. I will respond to emails within 2 business days, during regular business hours. I can typically respond to emails fairly quickly; however, there are times when I am unable to do so. I will do my best to respond as quickly as I am able, but please allow 2 business days for a response before sending a follow-up email.
5. Emails should be professional and respectful. Emails should be written in full sentences with appropriate greetings (my official title is Dr. Maier) and salutations. Please include the course number in the subject line.

Equal treatment: The principle of equal treatment of all students is a fundamental guide in responding to requests for special consideration. No student will be given an opportunity to improve a grade that is not made available to all members of the class. This policy applies to requests for special treatment both before and after the course is completed. Examples of unacceptable opportunities for an individual include “extra credit” work, redoing an assignment, retaking an exam, taking an extra exam, or an extension of time on an assignment or exam. This policy is not intended to exclude reasonable accommodation of verified student disability or circumstances beyond a student’s control.

Class behavior: I have a strong commitment to the development and maintenance of an instructional climate that supports equality of opportunity and respect for differences based on sex, culture, race, ethnicity, disability, and sexual orientation. Your enrollment in this class assumes that you will treat your fellow students with respect. I also expect that you will treat me with respect. Your behavior in our “classroom” is based on a single assumption—all members of the class are adults. You will therefore be expected to comport yourself as an adult. While a number of controversial topics may be discussed in class, and your active engagement in class discussions is desired, your engagement in class should give the utmost importance to showing respect for those around you. Instances of intolerant, disrespectful, or belligerent behavior will not be tolerated. If you are being deliberately intolerant, disrespectful, or hostile you will be removed from the D2L forum at the instructor’s discretion. Patterns of unacceptable behavior may result in a failing grade in the class.

University Policies

Academic Dishonesty: Academic integrity is central to the mission of higher education in general and UWSP in particular. Academic dishonesty (cheating, plagiarism, etc.) is taken very seriously. Don’t do it! The minimum penalty for a violation of academic integrity is a failure (zero) for the assignment. For more information, see the “Student Academic Standards and Disciplinary Procedures” section of the Community Rights and Responsibilities document, UWSP Chapter 14. This can be accessed by viewing page 11 of the document at:
<http://www.uwsp.edu/dos/Documents/CommunityRights.pdf>.

Disability Accommodation: Students are required to provide documentation of disability to the Disability and Assistive Technology Center prior to receiving accommodations. To request academic accommodations for a disability, contact the Disability and Assistive Technology Center (6th Floor, Library Resource Center), or visit:
<http://www.uwsp.edu/disability/Pages/default.aspx>

Religious Accommodation: Relief from any academic requirement due to religious beliefs will be accommodated according to UWS 22.03, with notification within the first three weeks of class.

Dropping a class: It is your responsibility to understand the University’s procedure for dropping a class. If you stop attending this class but do not follow proper procedure for dropping the class, you will receive a failing grade and will also be financially obligated to pay for the class. For information about dropping a class or withdrawing from the university, contact the Office of the Registrar at 346-4301.

Emergency Response Statement: In the event of a medical emergency call 9-1-1 or use Red Emergency Phone located outside CAC 203. Offer assistance if trained and willing to do so. Guide emergency responders to victim. In the event of a tornado warning, proceed to the lowest level interior room without window exposure at CAC 118. In the event of a fire alarm, evacuate the building in a calm manner. Meet at north entrance to Old Main. Notify instructor or emergency command personnel of any missing individuals.

Active Shooter/Code React – Run/Escape, Hide, Fight. If trapped hide, lock doors, turn off lights, spread out and remain quiet. Call 9-1-1 when it is safe to do so. Follow instructions of emergency responders. See UW-Stevens Point Emergency Procedures at www.uwsp.edu/rmgt/Pages/em/procedures for details on all emergency response at UW-Stevens Point.

Tentative Course Schedule

Module	Date	Topic	Assignment due
1	July 24 – July 28	Research Basics	LearnSmart Assessments 1-3 Exams 1-3 Homework 1
2	July 29 – Aug. 9	Quantitative Research Methods	LearnSmart Assessments 4-13 Exams 4-13 Homework 2
3	Aug. 10 – Aug. 18	Qualitative Research Methods	LearnSmart Assessments 14-18 Exams 14-18 Homework 3 Homework 4