Communication Studies 400-70
Communication Research Methods
Winter 2017
Class Location: Online

Instructor: Dr. Brian Heisterkamp
Telephone: 909-537-7665
Office: UH 201.13
E-mail: heisterkamp@csusb.edu
Office Hours: Wednesdays from 10:30 to 11:30 a.m. and by appointment
(Available by zoom video during office hours.)

Required Course Materials

Additional readings will be assigned and available on Blackboard.

Recommended Reference Material

Program Objectives and Student Learning Outcomes: The Communication Studies Department maintains goals and objectives for students in the undergraduate program. This course is designed to address the following student learning objectives:

Goal 1. Theoretical/Critical Perspectives. Students will learn to apply theoretical/critical communication perspectives in everyday life.
   Objective 1: Understand the functions of theory and its relationship to methodology.

Goal 3. Ethical Standards. Students will learn to apply ethical standards for their communication behavior.
   Objective 1: Identify ethical issues relevant to communication.

Course Objectives:
1. Define research terminology;
2. Identify different approaches to communication research;
3. Compare how different research traditions generate theories;
4. Compare and contrast different methods of data collection and data analysis in communication research;
5. Propose a research question/research hypothesis within a specific theoretical tradition;
6. Reflect on the research process required to address the research question/research hypothesis;
7. Develop a literature review and a research design;
8. Evaluate the ethical and methodological soundness of a research design;
9. Identify characteristics of different research designs relevant to various communication research approaches.
Catalog Description: Study and application of basic historical, descriptive, critical and experimental research skills unique to communication. Data analysis. Includes ethical considerations of communication research. Prerequisites: COMM 200, 304 and 306.

Course Policies and Procedures

Attendance: Students are expected to participate in all instructional activities associated with this course. Active participation on a weekly basis is required. Online courses are easy to forget – so, schedule times each week for your work on this course. Your participation includes making contributions to discussion boards, completing/submitting assignments, completing/submitting examinations, and communicating with the instructor. Students who fail to participate may be dropped from the course or may receive only partial or no credit for assignments in which they do not actively participate.

University Excused Absences: Students participating in University-sponsored activities need to identify themselves prior to missing class. Students should provide the instructor with a copy of their travel schedule during the first week of class. A statement explaining your procedures for making up missed work is also required. You must identify yourself at the beginning of the quarter.

Academic Integrity: The highest standards of academic integrity are expected of all students. All students are expected to consult and to comply with the Academic Regulations and Procedures related to cheating and plagiarism found in the University Bulletin. All work completed for this course must be your original work and cannot have been created – in part or whole - for any other course. Students who do not comply with this policy may be subject to disciplinary procedures, including receiving an “F” for the assignment or the course, being suspended from the University, or being expelled from the University.

- Any assignment in which you commit plagiarism, whether intended or unintended, will receive 0 points. Repeated instances of plagiarism result in an overall F for the course and serious administrative consequences. See the Academic Regulations and Procedures in the University Bulletin for more information.
- The penalties for other forms of cheating are similar to the ones for plagiarism.
- You commit plagiarism when you are not the author of text or ideas in your paper, but you don’t acknowledge the source. For example, you:
  - Copy/paste from a print or online source (e.g., Wikipedia) into your paper without quotation marks and reference to the source.
  - Paraphrase print or online text without acknowledging the source.
  - Use ideas from print or online text without acknowledging the source.

To avoid plagiarism, please use in-text references as follows: (Reichman, 2005, p. 23).

Use complete citation in APA format in the reference section at the end of the paper.

Example:


Course Withdrawal: Please refer to the Academic Regulations and Procedures section of the CSUSB Bulletin of Courses for information on withdrawing from this course.
Support for Students with Disabilities: Students with disabilities needing an academic accommodation for this course must contact the Services to Students with Disabilities (SSD) office in UH-183 or by telephone at (909)537-5238. Students seeking an academic accommodation for a verified disability should bring documentation from SSD in a timely manner to the instructor indicating the type of accommodation sought.

Assignments: General Information: All assignments are to be typed in American Psychological Association Publication Manual Sixth Edition (APA) format, double-spaced, with one inch margins. Spelling, punctuation, and grammar are as important in effective writing as content. Therefore, these items will be considered when your assignments are graded. Reading assignments should be completed according to the course schedule. You are expected to participate in a substantive manner. You are responsible for all assigned course readings and all material covered during class discussions. All assignments must be completed to receive a passing grade in the course.

Late assignments. All assignments must be turned in at the assigned date and time. Assignments sent by email or fax will not be accepted. The grade on late assignments will be reduced by 10% for each calendar day they are late – including weekends. Assignments are considered late if they are not turned in at the assigned date and time. Do not leave assignments at my office unless handed to me personally. If you will be absent on the date an assignment is due, you should turn it in before the due date to avoid the late penalty. Very few exceptions (i.e., medical emergencies verified by a physician) apply to the late penalty. No late assignment will be accepted after the date/time of the course final exam.

Materials that students create and turn in to this course may be used by the instructor for examples (in class or on the web). Please notify the instructor if you do NOT want your materials to be used in this way.

Senior Project: Students majoring in Communication Studies should save both their graded assignments and their course syllabi for possible use in COMM 499: Senior Project. Assignments are used to demonstrate that students have met the Department’s goals and objectives for undergraduates.

TurnItIn and SafeAssign: The written assignments for the course must be submitted electronically to TurnItIn or SafeAssign. Submit your paper through Blackboard. Papers must be submitted to TurnItIn or SafeAssign by the date and time indicated as the due date of each paper. Students may also be required to submit a paper copy of their assignment for grading. Currently, you are not able to submit a paper to TurnItIn on any mobile device including tablets and mobile phones.

Exams: There will be one final comprehensive examination during the course. The final examination consists of multiple-choice, true/false and/or essay questions on all the material covered in class. You will be responsible for items from the text, discussions, videos, supplemental readings, and any information arising from class activities. Make-up exams, which will be entirely lengthy essay questions, will only be given in very extreme circumstances and with proper documentation approved by me. You must notify me at least one week in advance if you cannot take an exam at the scheduled time.

Class Announcements: Announcements pertaining to the course are made through Blackboard announcements and by email. Be sure to check Blackboard on a regular basis. Be
sure that you enter an email address that you check regularly in the Blackboard “personal information” section. And, be sure to add your instructor’s email address to your “safe list” so that email sent by the instructor does not go into your junk or spam folder.

**Course Evaluation Plan:** All student work must demonstrate academic and research rigor of undergraduate-level quality.

Student evaluation is in the following areas: writing assignments, quizzes, visual introduction, discussion contributions, and final examination. There is no extra credit offered in the course.

The **writing assignments** will count toward 42.5% of a student’s final grade. The writing involves creating a research proposal paper that is completed in three parts. The papers will be evaluated based upon understanding of the relevant theory, effectiveness and appropriateness of the research question/hypothesis, application of appropriate theory and/or relevant ethical considerations, evidence of understanding of applicable research methods concepts, evidence of critical thinking, clarity of writing, and use of APA style.

The **discussion forum** will count toward 20% of a student’s final grade. Discussion forums are associated with chapters and readings in each module of the course. For each of the four learning modules, there will be several discussion questions posted on the forum covering the material in those modules. You are required to comment per the requirement posted for each discussion forum/thread. To receive full credit, the comments/posts must fully address the topic and conform to the other requirements listed. Discussion forum contributions will be evaluated based upon timely completion, conveying understanding of relevant course concepts, and effectiveness and appropriateness of the student’s contribution.

**Quizzes** will count toward 20% of a student’s final grade. There will be 20 quizzes posted on Blackboard, 10 questions each, multiple choice, true/false, or short answer. You may use the course textbook or your own notes to complete the quizzes. You should not use other resources to complete the quizzes. Quizzes may not be taken after their due date.

The **comprehensive final examination** will count toward 15% of a student’s final grade. The examination will include multiple choice, true/false, and/or short-answer/essay questions. You may use the course textbook or your own notes to complete the examination. You should not use other resources to complete the final examination. The final examination should be completed individually – not in pairs or groups. Responses will be evaluated based upon accuracy and upon a student’s ability to express effectively and appropriately the concepts covered in the course.

The **visual introduction** will count toward 2.5% of a student’s final grade. Students will prepare a multimedia self-introduction according to the instructions provided on Blackboard. The visual introduction will be evaluated based upon creativity, effectiveness, and appropriateness.
Grading: All grades are assigned on the basis of a total point system. There is no curving. The following are some general criteria for each letter grade.

A – Excellent; meeting course requirements with a superior level of performance.
B – Good; meeting course requirements with a high level of performance.
C – Satisfactory; meeting course requirements with an acceptable performance.
D – Passing; meeting course requirements with minimally adequate performance.
F – Failing; inadequate performance or not meeting course requirements.

Grades are assigned according to the following scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93 - 100%</td>
</tr>
<tr>
<td>A-</td>
<td>90 – 92.9%</td>
</tr>
<tr>
<td>B+</td>
<td>87 – 89.9%</td>
</tr>
<tr>
<td>B</td>
<td>83 – 86.9%</td>
</tr>
<tr>
<td>B-</td>
<td>80 – 82.9%</td>
</tr>
<tr>
<td>C+</td>
<td>77 – 79.9%</td>
</tr>
<tr>
<td>C</td>
<td>73 – 76.9%</td>
</tr>
<tr>
<td>C-</td>
<td>70 – 72.9%</td>
</tr>
<tr>
<td>D+</td>
<td>67 – 69.9%</td>
</tr>
<tr>
<td>D</td>
<td>63 – 66.9%</td>
</tr>
<tr>
<td>D-</td>
<td>60 – 62.9%</td>
</tr>
<tr>
<td>F</td>
<td>59.9% and below</td>
</tr>
</tbody>
</table>

Grade Appeals: If you disagree with my evaluation of your work, let’s discuss the issues. Remember, this is a learning process and if you do not understand something, it is in your best interest to ask me. I will not take class time to discuss any disagreements you may have with a grade. The guidelines for appeals are as follows:

1. Have a typed appeal prepared that clearly addresses the reasons why you are appealing the grade.
2. Explain in detail how you believe you met the requirements for the assignment.
3. Appeals must be made within 3 days after an assignment is returned or by the date of the final exam, whichever is sooner.
How you'll earn your grade

Point Scale

Listed here are the assignments and the possible points that may be earned for each. There is no extra credit available for this course.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points Possible</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Proposal Paper Portion A</td>
<td>75</td>
<td>7.5%</td>
</tr>
<tr>
<td>Research Proposal Paper Portions A+B</td>
<td>100</td>
<td>10%</td>
</tr>
<tr>
<td>Research Proposal Paper Portions A+B+C</td>
<td>250</td>
<td>25%</td>
</tr>
<tr>
<td>Visual Self-Introduction</td>
<td>25</td>
<td>2.5%</td>
</tr>
<tr>
<td>Discussion Forum/VoiceThread (8 @ 25 pts. each)</td>
<td>200</td>
<td>20%</td>
</tr>
<tr>
<td>Quizzes (20 @ 10 pts. each)</td>
<td>200</td>
<td>20%</td>
</tr>
<tr>
<td>Comprehensive Final Examination</td>
<td>150</td>
<td>15%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1,000</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Course Schedule

**Module 1: The Scientific Method – 1/9 – 1/23**

<table>
<thead>
<tr>
<th>To Do by 11:59 p.m. on 1/23:</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Read chapter 1: Introduction</td>
<td>~</td>
</tr>
<tr>
<td>Read chapter 3: The Social Scientific Paradigm</td>
<td>~</td>
</tr>
<tr>
<td>Read chapter 4: The Interpretive Paradigm</td>
<td>~</td>
</tr>
<tr>
<td>Read chapter 5: The Critical Paradigm</td>
<td>~</td>
</tr>
<tr>
<td>Read and view all materials within the module</td>
<td>~</td>
</tr>
<tr>
<td>Post to the module discussion board/VoiceThread</td>
<td>50</td>
</tr>
<tr>
<td>Quiz 1: Syllabus</td>
<td>10</td>
</tr>
<tr>
<td>Quiz 2: Research Paradigms</td>
<td>10</td>
</tr>
<tr>
<td>Quiz 3: Relationship between theory and method</td>
<td>10</td>
</tr>
<tr>
<td>Submit Visual Self-Introduction</td>
<td>25</td>
</tr>
<tr>
<td>Upload profile photo/avatar in Blackboard &amp; VoiceThread</td>
<td>~</td>
</tr>
</tbody>
</table>
### Module 2: Research Design - 1/24 – 2/7

<table>
<thead>
<tr>
<th>To Do by 11:59 p.m. on 2/7:</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Read chapter 2: Research Ethics</td>
<td>~</td>
</tr>
<tr>
<td>Read chapter 7: Data</td>
<td>~</td>
</tr>
<tr>
<td>Read chapter 8: Evaluating Research Warrants</td>
<td>~</td>
</tr>
<tr>
<td>Read chapter 9: Hypothesis and Research Questions</td>
<td>~</td>
</tr>
<tr>
<td>Read and view all materials within the module</td>
<td>~</td>
</tr>
<tr>
<td>Post to the module discussion board</td>
<td>50</td>
</tr>
<tr>
<td>Quiz 4: Structure of research report</td>
<td>10</td>
</tr>
<tr>
<td>Quiz 5: Research Ethics</td>
<td>10</td>
</tr>
<tr>
<td>Quiz 6: Quantitative vs. qualitative research</td>
<td>10</td>
</tr>
<tr>
<td>Quiz 7: Variables and levels of measurement</td>
<td>10</td>
</tr>
<tr>
<td>Quiz 8: Independent and dependent variables</td>
<td>10</td>
</tr>
<tr>
<td>Quiz 9: Sampling</td>
<td>10</td>
</tr>
</tbody>
</table>

**DUE 2/7/2017: Research Proposal Paper Portion A** 75

### Module 3: Quantitative Research Design – 2/8 – 2/26

<table>
<thead>
<tr>
<th>To Do by 11:59 p.m. on 2/26</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Read chapter 14: Content Analysis</td>
<td>~</td>
</tr>
<tr>
<td>Read chapter 15: Surveys</td>
<td>~</td>
</tr>
<tr>
<td>Read chapter 16: Descriptive Statistics</td>
<td>~</td>
</tr>
<tr>
<td>Read chapter 17: Inferential Statistics</td>
<td>~</td>
</tr>
<tr>
<td>Read chapter 18: Experimental Design</td>
<td>~</td>
</tr>
<tr>
<td>Read and view all materials within the module</td>
<td>~</td>
</tr>
<tr>
<td>Post to Module 3 Discussion Board</td>
<td>50</td>
</tr>
<tr>
<td>Quiz 10: Experimental design</td>
<td>10</td>
</tr>
<tr>
<td>Quiz 11: Survey design</td>
<td>10</td>
</tr>
<tr>
<td>Quiz 12: Quantitative content analysis</td>
<td>10</td>
</tr>
<tr>
<td>Quiz 13: Measures of central tendency</td>
<td>10</td>
</tr>
<tr>
<td>Quiz 14: Measures of dispersion</td>
<td>10</td>
</tr>
<tr>
<td>Quiz 15: Inferential statistics</td>
<td>10</td>
</tr>
<tr>
<td><strong>DUE 2/26/2017: Research Proposal Paper Portion A+B</strong></td>
<td>100</td>
</tr>
</tbody>
</table>

**Module 4: Qualitative Research Design – 2/27 – 3/20**

<table>
<thead>
<tr>
<th>To Do by 11:59 p.m. on 3/20:</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Read chapter 10: Ethnography</td>
<td>~</td>
</tr>
<tr>
<td>Read chapter 11: Interviewing</td>
<td>~</td>
</tr>
<tr>
<td>Read chapter 12: Focus Groups</td>
<td>~</td>
</tr>
<tr>
<td>Read chapter 13: Qualitative Data Analysis</td>
<td>~</td>
</tr>
<tr>
<td>Read chapter 19: Rhetorical Criticism</td>
<td>~</td>
</tr>
<tr>
<td>Read chapter 20: The Process of Critique</td>
<td>~</td>
</tr>
<tr>
<td>Read and view all materials within the module</td>
<td>~</td>
</tr>
<tr>
<td>Post to Module 4 Discussion Board</td>
<td>50</td>
</tr>
<tr>
<td>Quiz 16: Ethnography</td>
<td>10</td>
</tr>
<tr>
<td>Quiz 17: Interviewing</td>
<td>10</td>
</tr>
<tr>
<td>Quiz 18: Focus Groups</td>
<td>10</td>
</tr>
<tr>
<td>Quiz 19: Qualitative data analysis</td>
<td>10</td>
</tr>
<tr>
<td>Quiz 20: Rhetorical and critical analysis</td>
<td>10</td>
</tr>
<tr>
<td><strong>DUE 3/20/2017: Research Proposal Paper Portions A+B+C</strong></td>
<td>250</td>
</tr>
</tbody>
</table>

**Final Examination - 3/21 – 3/22**

<table>
<thead>
<tr>
<th>To Do by 5:00 p.m. on 3/22:</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comprehensive Final Exam</td>
<td>150</td>
</tr>
</tbody>
</table>

*Items on this syllabus including the schedule and assignments are tentative and subject to change. If any changes are made, students will be notified.*
Visual Self-Introduction

Please introduce yourself to the class and post the link to your self-introduction on the classroom discussion forum. Explore multimedia capabilities and be as creative as you want. You may introduce yourself in a video clip uploaded on YouTube, as a series of photos with tags on Flickr, as a Prezi/Google Slides/etc. presentation, or any other multimedia mix supported by the Blackboard platform.

Do not simply attach/upload a file - especially video files. You can embed these files or provide a URL link so that they are easier to view by your peers. For video, you can upload the file to YouTube and insert the link in the Blackboard content editor. For help with this, see the Content Editor video tutorial under "Course Resources."

Here are a few tutorials with options for creating your introduction. You are not required to use these options - they are just suggestions.

How to add Audio and Video to a PowerPoint.
https://youtu.be/GriRZw6SPZc
(Note: With the above option, be sure to upload the video you create from your PowerPoint to YouTube.)

How to Create a YouTube Event/Google Hangout on Air
https://youtu.be/LNWahQfiliI

Here are a few tutorials with options for uploading your introduction to Blackboard:

How to add an Iframe to Blackboard:
https://youtu.be/i6b9qJlODI

How to add a Mashup on Blackboard
https://youtu.be/_97NyzT4zQY

Feel free to say "Hi!" to your peers and leave comments on their own presentations.

Please complete this assignment no later than Monday, January 23, 2017 at 11:59 pm.
Discussion Forum Contributions

Participation in the discussion forums is critical for maximizing your learning experiences in this course. You are required to be part of an online community who interact, through discussion, to enhance and support learning. Part of the assessment criteria for the course includes assessing the quality and quantity of your participation in the discussion forum.

We will be using VoiceThread for the discussions in this course. The forum enables us to use voice and video for our comments rather than rely solely on text. The link to reach VoiceThread is located in the Discussion/VoiceThread section of Blackboard. You will need this information to log into VoiceThread:

Username:  <Coyote ID>@coyote.csusb.edu – where <Coyote ID> is your own ID
Password:  <Coyote ID> - you can change this in VoiceThread settings

Some characteristics considered to be part of excellent discussion contributions are mentioned below. These characteristics will be considered when assessing the quality and level of your participation.

- Discussion forums are associated with chapters and readings in each module of the course. For each of the four learning modules, there will be two VoiceThreads posted covering the material in those modules.
- Requirements for posting will be noted on the VoiceThread. Your posts must be your original work.
- Contributions will be evaluated based upon timely completion, conveying understanding of relevant course concepts, and effectiveness and appropriateness of the student’s contribution.
- Your posts and responses should be thorough and thoughtful. Just posting an "I agree" or "Good ideas" will not be considered adequate. Support your statements with examples, experiences, or references.
- Keep each post and response concise and to the point. Keep in mind that your fellow students will be listening/reading and responding to you, too.
- Make certain to address the discussion prompt(s). This does not mean you should not extend the topic, but do not stray from the topic.
- Discussions occur when there is dialogue. So, build upon the posts and responses of other students to create discussion threads. Make sure you revisit the discussion forum and respond (if necessary) to what other learners have posted to your initial responses.
- When relevant, add to the discussion by including prior knowledge, work experiences, references, Web sites, resources, etc. (giving credit when appropriate).
- Your contributions to the discussions (posts and responses) should be complete and free of grammatical or structural errors.
Research Proposal

Aside from the other guidelines found in the syllabus, you should consider the following when preparing your research proposal paper.

The objective for this paper is for you to prepare a research proposal. You will only be preparing a proposal. A research proposal describes how you will conduct a study at some future time. You will not collect any data (e.g., responses from a survey, conduct interviews, etc.) for this paper.

The assignment is designed to assist you in meeting Goal 1, Objective 1: Understand the functions of theory and its relationship to methodology and Goal 3, Objective 1: Identify ethical issues relevant to communication. These are the Department’s objectives for students in the undergraduate program and are assessed in COMM 499: Senior Project.

Organization of Paper/Instructions.

Portion ‘A’
Due: 2/7/2017 at 11:59pm
3-4 pages (excluding title/reference/abstract pages)

I. Introduction: Formulate a research objective, research question, or hypothesis that is appropriate for communication research. Your topic should further scholarly understanding of communication and/or respond to a need in society. Your topic must concern a theory you discussed in COMM 306. Describe the nature of the situation (i.e., communication context) and provide an overview of the selected topic. Describe your topic area and state your research question (RQ) or hypothesis (H).
   a. Develop one hypothesis or research question that your study will address. If you are proposing a hypothesis, limit the number of variables you will study to two (one IV and one DV). These must be very carefully and precisely worded. In your paper, place the research question/hypothesis on a separate line(s) and identify it with RQ or H.
   b. Use the Pfau Library databases (Communication & Mass Media Complete, PsychINFO, EbSCOHost, etc.) to identify a sufficient number of scholarly articles related to your topic and/or selected theory from COMM 306.
   c. Be sure to start your paper with an introductory paragraph that explains the purpose of this paper and previews the contents of this paper. As you add portions B and C, edit this introductory paragraph to reflect the changing contents of the paper.

II. Rationale: Justify your selection of the topic. Describe its prevalence, implications for individuals, families, organizations, and/or society at large. Focus your research by indicating why others should be interested in the selected topic. Convince the audience that the topic is worthy of study.
   a. When you add Portion B for the next portion of this assignment, write a paragraph that both summarizes portion A and introduces Portion B.
III. **Methodology**: Decide on the best method for getting an answer to your RQ/H. Describe in detail what methodology you will use, and justify your decisions:

a. Experimental research, survey research, textual analysis, ethnographic research, etc.

b. Based upon the theory you are examining and the method you have selected, explain whether your study takes an inductive or deductive approach. Explain why the inductive or deductive approach is appropriate to your study. Explain the steps in the inductive or deductive process.

c. **Sampling**

   i. Define and describe your population and sample.
      1. What is your sampling design? Who will you talk to? When/where/how?
   ii. (If applicable) Describe how you will select your sample.
   iii. Describe your unit of analysis.

d. **Ethics**

   i. Describe ethical considerations
      1. How will you protect participants’ right to privacy?
      2. How will you protect your participants’ right to free choice about participating in the study?
      3. How will you protect the participants’ right to be treated with respect?

e. **Procedures**

   i. (If applicable) Describe how you will administer your instrument. Explain how you will attempt to increase your response rate.
   ii. (If applicable) Describe how/when you will conduct observation(s).
   iii. (If applicable) Describe how you will unitize and code your data.
   iv. How will you control for validity and reliability.

f. **Measurement**

   i. (If applicable) What are your variable(s)?
      1. Conceptual definition (Note: you must cite and reference academic sources that conceptually define the variables you are using in this paper. For example, if violence is a variable for your hypothesis, you need to use an academic source to define violence.)
   ii. Operational definition
      1. Describe how you will measure your variables (if applicable). Explain the level of measurement being used.
      2. Explain how you will determine that your measurement is reliable and valid.
   iii. Which are independent/dependent (if applicable)

g. (If applicable) Describe your experimental design

   i. Describe the placement procedure you will use to put your participants into comparison groups.
   ii. Describe how you will manipulate the independent variable.
   iii. Describe other concepts relevant to your experimental design (manipulation check, confederates, etc.)
h. Include an estimated timeline of your project.

Portion ‘C’
Due: 3/20/2017 at 11:59pm
Add this portion to the revised Portions A+B
Additional 3-4 pages (excluding title/reference/abstract pages)

IV. **Analysis**: Describe how you intend to analyze the data.
   a. For survey, quantitative text analysis, or experimental research: Statistical analysis plan, and criteria for accepting or rejecting your hypothesis (if applicable)
   b. For textual analysis or ethnographic research or other qualitative approaches: Coding and analytic method to be used. How will you write up your results? Narrative? Quotes?

V. **Limitations**: What are the limitations to your research?

VI. **Suggestions for future research**: What future research might your study point to?

VII. **Appendix**: Include the following items
   a. Copy of survey/instrument to be used, or observation protocol. (if applicable)
   b. Copy of coding categories with description of each category. (if applicable)
   c. Copy of interview protocol. (if applicable)
   d. IRB Consent forms (if applicable)

The paper will be submitted in three portions:

1. The first portion to be submitted should include Portion ‘A.’ This should be approximately 3-4 pages, excluding title/reference/abstract pages. All papers are due by 11:59 p.m. on the due date.
2. The second portion to be submitted should include Portions ‘A’ and ‘B.’ You should revise Portion ‘A’ based upon the instructor’s feedback and add Portion ‘B.’ Portion ‘B’ should be an additional 3-4 pages (excluding title/reference/abstract pages). All papers are due by 11:59 p.m. on the due date.
3. The final portion should include Portions ‘A,’ ‘B,’ and ‘C.’ You should revise Portions ‘A’ and ‘B’ based upon the instructor’s feedback. Portion ‘C’ should be an additional 3-4 pages (excluding title/references/abstract pages). All papers are due by 11:59 p.m. on the due date.

You must **use high-quality published sources to support your paper**. High quality sources are **academic books and articles in refereed journals (either print or online)**. You may NOT use non-refereed websites (i.e., Wikipedia) or textbooks as sources. You may use the text from this course to explain the methodology and to define terms related to the methodology.

Part of the assessment of your paper will be the quality of the research materials you can find. Use book materials and peer-reviewed articles, not quick summary webpages. Look in the citations and reference bibliographies of books and articles to find additional things to look at.

“The Encyclopedia of Communication Theory” is a useful resource for gathering information about your theory. This resource is linked under the Resources menu item in Blackboard.

Refereed articles can be found by searching academic databases such as PsychInfo, Communication Mass Media Complete, EbscoHost, etc. Also feel free to ask for suggestions. All sources used in writing the paper should be **cited within the text of the paper and in a**
reference list at the end of the paper in APA style. (See the videos and APA style guide linked under the Resources menu on Blackboard.)

Your paper should be well written and clearly organized (introduction, body, conclusion), and should have a clear central thesis (main point). It should be professionally presented and completely free of typographical, spelling, usage, and grammatical errors. The title of your paper, your name, the date, and number and name of this course should appear on the title page. Pages should be numbered in the APA format page header.

The paper should be typed with normal fonts (Times New Roman, 12 point), double-spaced, and one inch margins on all sides. As with all assignments, you should comply with APA guidelines. Use section headings to show the organization of your paper. Remember, this is a proposal for a study, so you will be writing in the future tense. Also, remember to write in third person singular (e.g., this paper, this study, the researcher, etc.)

All papers should be submitted electronically using the TurnItIn links on Blackboard unless instructed otherwise by the instructor.