

## COMMUNICATION RESEARCH METHODS LAB

COMM 3330 | Fall 2019

M or W, 11:30-12:25

ACB 301

**GTA:** Noor Ghazal Aswad, MA, MSc.

**OFFICE:** ACB 113

**EMAIL:** [nghzlswd@memphis.edu](mailto:nghzlswd@memphis.edu)

**OFFICE HOURS:** By appointment.

### LAB OVERVIEW

The lab assignments are designed for you to obtain the necessary skills, tools and knowledge to complete your research proposal drafts and final research proposal. The lab is also designed for you to acquire, at the minimum, a working knowledge of the different types of methods communication researchers use such as observations, surveys, interviews and experimental studies.

### REQUIRED MATERIAL

Berger, A.A. (2020). *Media and communication research methods: An introduction to qualitative and quantitative approaches* (5<sup>th</sup> ed.). Thousand Oaks, CA: SAGE Publications.

### COURSE POLICIES

#### Lab Attendance

You are required to attend 8 lab sessions this semester. You must attend each of these. Each one is worth 25 points, for a total of 200 points. Late in the semester there are a couple of lab sessions that will be optional.

All grades will be recorded in the eCourseware gradebook.

With the permission of the GTA, you may attend a different lab than the one you are scheduled for *in the same week* (e.g., if you cannot attend your regular Monday lab, you may, with permission, attend the Wednesday lab in the same week, or vice versa).

**Tardiness:** Three tardies are equal to one absence. A tardy will be issued if you are not present when I call roll at the beginning of class. If you are more than 5 minutes late, you will be marked absent for the day. The same applies if you leave early. **IMPORTANT NOTE:** If you arrive late (within 5 minutes of the class starting time) and would like to be added to the roll sheet, you must notify me after class.

Also note that all absences are treated the same (whether excused or not). You will not receive attendance credit regardless of the reason for your absence.

### **Classroom Etiquette**

Students in this course are expected to work, individually and together, to create an atmosphere that is safe, valuing of one another, and open to diverse perspectives. Sleeping, reading materials irrelevant to the class, texting or other disruptive behavior violates these expectations and will not be tolerated. Students are expected to show courtesy, civility, and respect for one another and for the instructor. Comments that degrade or ridicule another, whether based on individual or cultural differences, are not acceptable.

Generally, *technology is not permitted during the lab*. Please do not let me see you with your cell phone or laptop at any time or I will mark you absent for the day.

However, depending on the exercise, the use of laptops and other electronic devices *may* be permitted. A large part of classroom time will be dedicated to workshopping your proposals, literature reviews, and final proposals. During those days, we may meet in the ACB computer lab and you may bring in relevant technology and other research materials that may help you.

### **Classroom Communication**

Be sure to check your UofM email and the eCourseware page for this course regularly, as these are the primary means that I will use to communicate with you outside of class. The Methods course and the Methods Lab have different eCourseware pages. Be sure to check both.

When you email me, use your UofM email and be sure to include a subject line (COMM 3330: subject of your email). I will respond to emails as quickly as I reasonably can, but sometimes it may take 24 hours or more. Do NOT use the email function in eCourseware.

For more on how to email a professor or instructor, see: <http://tinyurl.com/h7r5osv>

### **Submitting Assignments**

All lab assignments will be submitted to the digital dropbox on U of M's eCourseware system (<http://elearn.memphis.edu>), unless otherwise noted.

- Documents must be submitted in Microsoft Word format (i.e., must be a .doc or .docx file). *Other formats will not be accepted.*
- Documents will not be accepted as email attachments or any other delivery method besides the eCourseware drop box.
- It is *your responsibility* to ensure you receive a submission confirmation from eCourseware and that your correct document was successfully uploaded.

### **Plagiarism**

Plagiarism, cheating, and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly, through participation or assistance, are immediately responsible to the instructor of the class in addition to other possible disciplinary sanctions, which may be imposed through the regular institutional disciplinary procedures. An instructor who believes a student has committed an act of academic misconduct shall notify the student in writing of the basis for the belief and allow the student five (5) business days to respond to the allegation. The student shall respond to the allegation by scheduling a meeting with the instructor to discuss the matter. After meeting with the student to review the alleged

misconduct, the instructor has two options: (a) they may make a decision regarding appropriate action, or (b) they may refer the matter to the Academic Integrity Committee. (*University of Memphis Code of Student Rights and Responsibilities, page 17-18*).

In accordance with University of Memphis policy, plagiarism and cheating (which includes submitting the same paper for more than one class) are serious offenses. The first offense will result in a 0 for that assignment. Further offenses may result in a failing grade for the course and will be reported to the Office of Student Conduct.

Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all. (*Office of Legal Counsel, October 17, 2005*).

### **Students with Disabilities**

Any student who anticipates physical or academic barriers based on the impact of a disability (including invisible disabilities such as chronic diseases, learning disabilities, and head injuries) is encouraged to speak with their instructor privately within the first week of class. The college and your instructor will make reasonable accommodations for persons with documented disabilities. Any claim of disability must be documented by Disability Resources for Students (DRS) in order to receive accommodation. Students with disabilities should also contact Disability Resources for Students (DRS) at 110 Wilder Tower, 901-678-2880 for further assistance with course access or accommodation.

### **Other Classroom Resources**

Center for Writing & Communication: <http://www.memphis.edu/cwc/>

Counseling Center: <http://www.memphis.edu/counseling/>

## SCHEDULE

### **WEEK 1 – M 8/26; W 8/28**

No Lab

### **WEEK 2 – M 9/2; W 9/4**

No Lab (Labour day)

### **WEEK 3 – M 9/9; W 9/11 Topics and Concept Maps (LAB 1)**

- *Concept Map Demonstration*
- *Activity Part 1: Work on topics for proposals individually. Students reflect on their potential topics, brainstorm three topics and do a concept map for their favorite one*
- *Activity Part 2: Get into groups of three and share your individual concept map with group members. Ask group members how your concept map may evolve to become more detailed/nuanced, re-thought, or re-configured. Share with the classroom*

**\*Monday September 9: Plagiarism tutorial due**

**\*Sunday September 15: Assignment 1 Topic paragraph/Description of your topic due**

### **WEEK 4 – M 9/16; W 9/18 Research Questions (LAB 2)**

- *Demonstration of How to Develop a Research Question*
- *Overview of Assignment 2*
- *Activity: Assignment 2 Workshop*

**\*Sunday September 22: Assignment 2 Research questions due**

### **WEEK 5 – M 9/23; W 9/25 Annotated Bibliography (LAB 3)**

- *Overview of Annotated Bibliographies + Assignment 3*
- *Activity: “Grade” sample bibliographies*
- *Use remaining time to work individually on bibliographies*

### **WEEK 6– M 9/30; W 10/2 Library Fieldtrip (LAB 4)**

*Visit to McWherter Library – Instruction room 225, 2nd floor on the west side of the building*

### **WEEK 7– M 10/7; W 10/9 (LAB 5)**

- *Brainstorm interview “dos” and “don’ts”*
- *Activity: Practice Interview Exercise (pick a topic for class, each student drafts 5 potential interview questions, then takes turns interviewing a partner)*
- *Bring recording device (your phone) and laptop (to transcribe)*
- *Use remaining time to transcribe interview*

**\*Sunday October 13: Assignment 3 Annotated Bibliography due**

**WEEK 8 – M 10/14; W 10/16**

*No Lab (Fall break)*

**WEEK 9 – M 10/21; W 10/23 (LAB 6)**

- *Coding Demonstration*
- *Activity: Manual Coding Practice (\*don't forget to have your transcribed interview ready for class)*

**\*Sunday October 27: Assignment 4 Draft Introduction/Literature Review due**

**Week 10 – M 10/28; W 10/30 (LAB 7)**

- *Qualtrics Survey Demonstration*
- *Students use remaining time to make their own survey and submit to instructor*

**Week 11 – M 11/4; W 11/6 (LAB 8)**

- *Methods Workshop*

**\*Sunday November 10: Assignment 5 Draft of Methods/Conclusion**

**Week 12 – M 11/11; W 11/13**

*Lab as needed*

**Week 13 – M 11/18; W 11/20**

*Lab as needed*

**Week 14 – M 11/25; W 11/27**

*No lab (Thanksgiving break)*

**Week 15 – M 12/2; W 12/4**

*No lab*

**\*Wednesday December 11: Assignment 6, Complete Final Proposal due**