This form is a request for action by Purdue University regarding an undergraduate course. Here are the key details:

**Course Information**
- **Subject Abbreviation**: COM
- **Course Number**: 448
- **Long Title**: Applied Mass Media Research
- **Short Title**: Applied Mass Media Research

**Credit Type**
- Variable Credit Range: Minimum Cr. Hrs. [ ]
- Variable Credit Range: Maximum Cr. Hrs. [ ]
- Equivalent Credit: Yes [ ]

**COURSE ATTRIBUTES**
- Pass/Not Pass Only [ ]
- Satisfactory/Unsatisfactory Only [ ]
- Repeatable [ ]
- Maximum Repeatable Credit: [ ]
- Credit by Examination [ ]
- Fee: [ ]

**Instructor** [ ]

**Course Description** (Include Requisites/Restrictions):

**Course Learning Outcomes**:

**Signature Details**
- **Department Head**: [Signature]
- **Date**: 3/1/13
- **School Deans**
  - Calumet: [Signature]
  - Fort Wayne: [Signature]
  - Indianapolis: [Signature]
  - Lafayette: [Signature]
- **Affiliations**
  - Cont Ed: N. Central
  - Tech Statewide
  - Ft. Wayne
  - Indianapolis
  - W. Lafayette

**Office of the Registrar**
COM 448: Applied Media Research
Class Time: XX XX:XX p.m. - XX:XX p.m.
Room: XX XX

Instructor
XX

Contact information
Office Hours: XX XX
Location: XX

Email: XX
Phone: XX

Course Description and learning objectives
This class will provide you with a working knowledge of the scientific process, quantitative research methods, and
data analysis appropriate for communication practitioners. By the end of this course, you will be able to:
- Apply the scientific method to a question relevant to communication practitioners.
- Select an appropriate method for investigating your research questions or hypotheses.
- Design a rigorous study.
- Analyze a data derived from diverse methods such as but not limited to: content analysis, surveys,
experiments, audience analysis.
- Present your findings to peers.

Required Reading

Course Requirements
Here is the breakdown for each assignment by way of its percentage toward your final grade. Items marked with an
asterisk can receive a negative score.

40% Final paper
20% Methods exam
20% Data analysis exam
20% Participation
* Professionalism

Your final grade in the class is based on the following scale.

<table>
<thead>
<tr>
<th>Grade scale</th>
<th>Final grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>97.00-100</td>
<td>A+</td>
</tr>
<tr>
<td>94.00-96.99</td>
<td>A</td>
</tr>
<tr>
<td>90.00-93.99</td>
<td>A-</td>
</tr>
<tr>
<td>87.00-89.99</td>
<td>B+</td>
</tr>
<tr>
<td>83.00-86.99</td>
<td>B</td>
</tr>
<tr>
<td>80.00-82.99</td>
<td>B-</td>
</tr>
</tbody>
</table>
Course phases and assignments

Participation: This is an upper level class and the quality of the course will be largely dependent on everyone contributing to a fruitful discussion. As such, your participation counts for 20% of your grade. Your active involvement in the class will make this a richer experience for you and your classmates. Therefore, you need to come to class each day having done the readings, ready to answer questions from the instructor, and to provide your thoughts on any issues the readings raise. Forms of participation can include but are not limited to asking thoughtful questions in class, coming to office hours to discuss course material, and participating in classroom discussion in a constructive manner.

Discussion questions: By every Tuesday at 10 a.m., you will submit one discussion question for each reading via email. Make sure that you clearly indicate which question goes with which reading. If you are doing a summary and critique for the week, you don’t need to do a discussion question for that one reading. You still need to submit questions for any other readings.

Discussion questions should not be closed-ended. Discussion questions should relate the reading to other concepts from this class and others, drive conversation, and stimulate curiosity. Questions that spur insights won’t ask for a simple recall of the reading material or clarification. Such fact-finding questions will receive, at the most, partial credit, if any.

Final paper: The content for this class is specifically selected to prepare you to conduct a research study during the course of the semester. You are expected to develop research questions, select an appropriate method for investigating those questions, design a study procedure, collect data, analyze your results, and present your findings to the class. Periodically you will submit portions of your final paper for review. The final paper will be between 20 and 25 pages in length.

Course Policies

Professionalism: In addition to the knowledge you take with you when you finish your work at IPFW, you should also leave with a set of professional norms for the workplace. As a faculty member at IPFW, I not only have the responsibility to make sure that you possess the knowledge to perform in your job, but also the professional norms to succeed in the workplace. As I understand it, professionalism is more than simply being competent.

Within the workplace, professionalism means showing up to work every day and on time, being prepared for the day’s work before it begins, participating voluntarily or at least when asked, engaging others in a courteous manner, and offering constructive feedback to your peers. It also means adhering to decorum both in formal meetings and through other forms of communication, including email. Those same norms apply to the time you spend in the classroom, communicating with your instructor, and interacting with your peers. Following these basic guidelines will help you immensely in the course and are norms that are expected in the workplace.

Your professionalism grade will be based on your adherence to professional norms but also coming to class prepared. This includes having done the readings ahead of time. On occasion you’ll also be asked to come to class with a portion of a writing exercise or current story assignment, ready to work on or share it with your fellow students. Not coming to class with the requisite material will result in a professionalism penalty.

Academic misconduct: Breaches of academic integrity are very serious. Any violation of IPFW’s academic integrity policy will result in a zero on the assignment and may result in a failing grade for the course. Academic Misconduct, including plagiarism (using other people's ideas/words and not giving them credit thus implying the work is your own original work) or using your own work from a previous course without the express permission of both instructors, is taken very seriously at any learning institution. It is taken very seriously in this class. Please be aware of what behaviors constitute academic misconduct (See Bulletin, Code of Students Rights, Responsibilities and Conduct Part II. A.) as well as the potential consequences (See Bulletin, Code of Students Rights, Responsibilities
and Conduct, Part III. A.: i.e., failure of the assignment, failure of the course and/or dismissal from the university) of such behavior.

Any plagiarized assignments will receive an automatic zero and an F for the course unless the assignment is rewritten for no credit without any of the materials, interviews, or sources used from the first assignment. For example, if Justin Bieber were to plagiarize a segment of his final paper the Beeb will get a 0 for the assignment no matter what he does. He will only get an F for the course if he does not redo the assignment on a different topic using none of the material from the previous attempt.

**Attendance Policy:** Attendance is mandatory and you are expected to be present in class and on time every day. Understandably, there are sometimes days when an absence cannot be helped. For that reason, you are permitted two absences. Missing an appointment with your instructor without 24 hours of prior notification counts as an absence. Prior notification does not excuse a class absence. You do not need to tell me why you were unable to attend but be aware that **any absence from class and missed appointments without 24 hours of prior notice count toward this total.** Any absence beyond the first two will negatively impact your final grade in the form of a 5 point deduction from your final grade (e.g. a third absence would lower a final score of a 91.5 to an 86.5, dropping your final grade from an A- to a B).

**Email policy:** Communication with your instructor, sources, and peers via email should be handled professionally. You should check your email regularly and respond in a timely fashion should a communication from a source or your instructor require a response.

When constructing your emails, you need to include a salutation and signature. Your signature must contain your full name, title, and an alternative way to reach you. Your emails must also be grammatically correct, be free of spelling errors, and be clearly written. Emails that grossly violate the email policy may be returned by your instructor.

Please note that not all emails require responses. For example, if you tell me via email you will not be in class on a certain day, chances are no response is required because you already know the course’s attendance policy and what you’re missing. If you require a response to an email, make sure you ask a specific question.

**Submitting coursework:** A detailed assignment sheet is provided for all coursework on Blackboard. Course work must be submitted according to the directions for each assignment. Failure to follow the assignment guidelines will result in a grade penalty. Should you submit coursework that does not meet even the most basic adherence to assignments, you will likely receive a failing grade and need to meet with your instructor for feedback.

**Deadlines:** Coursework should be turned in on time. For every hour assignments are late, a penalty of one point will be deducted from the assignment grade. You need to make the decision regarding whether the added time you’ll receive will offset the penalty. Assignments are not complete until all of the required components are turned in.

**Missing assignments:** Even if you have missed the deadline for an assignment, you must complete all writing assignments in order to pass this class. This means you have to complete all five hard news stories even if you can’t finish all five before the class ends. Failure to turn in all coursework will result in an automatic F.

**Feedback policy:** I will return your writing assignments with detailed feedback that you are expected to incorporate into future stories. Repeating the same mistakes on future assignments will result in a steeper grade penalty.

**Electronic media:** No cell phones or laptops may be used in class without explicit permission from the instructor. Using electronic media in class may result in being asked to leave the class and an absence.

**Discussion of grades:** Discussion of any grade must follow the 24/7 rule. You may not communicate with your instructor in any way about a grade until 24 hours has passed from the time you received it but you must make an appointment to discuss the grade within seven days of getting your grade. You may schedule such an appointment during office hours. When scheduling the appointment, be sure to mention precisely what it is you wish to discuss about your grade and the assignment.

**Rerating assignments:** If you think that the grade you received on an assignment is not a reflection of your work, write a one page, double-spaced argument detailing specifically what aspect of your assignment you think was not
assessed properly. Assignments that you submit for reassessment may not result in a grade change or may result in a lower grade if greater scrutiny of the assignment reveals deficiencies not identified during the first grading.

Note to students with disabilities: The Americans with Disabilities Act mandates accessibility in all aspects of the learning environment. If you have an identified disability and are in need of specific accommodations, please notify Services for Students with a Disability (SSD). If you have a disability or acquire one and want to find out about what special services and accommodations are available, you may contact Services for Students with Disabilities in WALB 113.

Changes to syllabus: As the semester progresses, it may be necessary to amend the schedule of the course topics and readings.

<table>
<thead>
<tr>
<th>Week</th>
<th>Day</th>
<th>Topic</th>
<th>Reading</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>Course introduction, basic study design, validity</td>
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<tr>
<td>2</td>
<td></td>
<td>Fundamentals of probability</td>
<td>Hayes Ch 5</td>
<td></td>
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<tr>
<td>3</td>
<td></td>
<td>Sampling methods</td>
<td>Hayes Ch 3</td>
<td></td>
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<tr>
<td>4</td>
<td></td>
<td>Experimental design</td>
<td>None</td>
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<tr>
<td>5</td>
<td></td>
<td>Content analysis: codebooks, intercoder reliability</td>
<td>Neuendorf Ch 4-5</td>
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<tr>
<td>6</td>
<td></td>
<td>Content analysis: sampling, data analysis</td>
<td>Neuendorf Ch 6-8</td>
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<tr>
<td>7</td>
<td></td>
<td>Audience analysis: Typologies</td>
<td>McQuail Ch 3</td>
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<tr>
<td>8</td>
<td></td>
<td>Media reach and audiences; audience formation</td>
<td>McQuail Ch 4-5</td>
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<tr>
<td>9</td>
<td></td>
<td>Communicator-audience relations</td>
<td>McQuail Ch 6</td>
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<tr>
<td>10</td>
<td></td>
<td>Reliability, hypothesis testing</td>
<td>Hayes Ch 6-10</td>
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<tr>
<td>11</td>
<td></td>
<td>Data analysis: T-tests, ANOVA</td>
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<td>Meet in computer lab</td>
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<tr>
<td>12</td>
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<td>Data analysis: Regression</td>
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<td>Meet in computer lab</td>
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<tr>
<td>13</td>
<td></td>
<td>Data analysis: Categorical data</td>
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<td>Meet in computer lab</td>
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<td>14</td>
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<td>Paper conferencing</td>
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<tr>
<td>15</td>
<td></td>
<td>Research presentations</td>
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<tr>
<td>16</td>
<td></td>
<td>Final exam</td>
<td>None</td>
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