

## **MDIA 3600: Media Research Syllabus – Spring 2018**

**Instructor:** Ruonan Zhang

**Class Meeting:** MWF 10:30am – 11:20am, University Hall 307

**Office:** 405 Kuhlin Center

**E-Mail:** ruonanz@bgsu.edu

**Office Hours:** Thursday 9:30am – 6:00pm by appointment

### **Required Textbook:**

Wimmer, R. D., & Dominick, J. R. (2013). *Mass media research*. Cengage learning. [https://www.amazon.com/Mass-Media-Research-Roger-Wimmer/dp/143908274X/ref=sr\\_1\\_2?ie=UTF8&qid=1515318174&sr=8-2&keywords=mass+media+research](https://www.amazon.com/Mass-Media-Research-Roger-Wimmer/dp/143908274X/ref=sr_1_2?ie=UTF8&qid=1515318174&sr=8-2&keywords=mass+media+research)

Additional reading materials will be posted on Canvas.

### **Course Expectations:**

- Enhance your knowledge and understanding of media research process
- Enhance your knowledge and understanding of major media research approaches, including both quantitative research approaches and qualitative research approaches.
- Enhance your knowledge and understanding of applications of media research on news, social media, advertising, and public relations.
- Help you become strategic media practitioners.
- Help you become helpful reference on matters of media research to people around you.

### **Assignments (1000 points in total)**

#### ***Attendance and Participation (160 points)***

Attendance and participation are the foundations of success in this class. You should attend all class meetings throughout the semester once you are enrolled in this course. You should not be late and should not leave the room before the class is dismissed. Also, attendance is not equal to participation. Therefore, you should actively participate in the discussions and answer in-class questions. Each week of course is worth **10** points. Since we have three meetings per week, each class meeting is worth **3.33** points. Students who attended all class meetings but didn't participate in any in-class discussion will not earn full points for their weekly attendance and participation. The instructor will use Canvas Roll Call to mark attendance at the beginning of each class. Late attendance will receive 70% of attendance grade.

Since attendance is an important part of final grade, student missing more than 12 class meetings (4 weeks) cannot receive an A, regardless of their final score; students missing more than 24 class meetings (8 weeks) cannot receive a B or higher, regardless of their final score.

### ***Chapter Quizzes (130 points)***

Completion of assigned reading materials before attending class is critical to ensure good learning outcomes. Throughout the semester, 13 chapter quizzes will be given to students on Canvas to test their understanding of reading materials. Each chapter quiz will contain 1 to 4 multiple choice questions. Each quiz is worth **10** points. Students are expected to answer the quiz questions after reading correspondent chapter materials.

### ***Media Research Projects (410 points)***

Students are expected to apply learned knowledge of media research on three projects: qualitative media research project, content analysis coding project, and quantitative media research project. For all three projects, students are expected to construct project reports. Detailed requirements for each project will be posted on Canvas. For qualitative and quantitative media research projects, students are expected to prepare **5 to 6-minute** presentation. Visual aids (e.g. PPT, Prezi, pictures, audios, or videos) are required to assist the presentation and should be submitted on Canvas, not sent through email.

Qualitative media research project is worth **150** points (120 points for research report, 30 points for presentation), content analysis coding project is worth **60** points, and quantitative media research project **200** points (170 points for research report, 30 points for presentation).

### ***Exams (300 points)***

Students are expected to complete two exams throughout the semester. Both are closed-book exams with multiple choice questions. The first exam will cover materials from chapter 1 to 4. The final exam will cover all learned materials of the semester. The first exam and the final exam are both worth **150** points.

### ***Initial Assessment***

Attendance & Participation	10 * 16 weeks	160
Weekly Quizzes	10 * 13 chapters	130
The First Exam		150
Qualitative Research Project	120 + 30	150
Content Analysis Coding Project		60
Quantitative Research Project	170 + 30	200
Final exam		150
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Total		1000

### **Grading**

Once the initial assessment is completed, your final score will be calculated by counting your absences. If the number of absences does not exceed 9, a letter grade will be given according to the following criteria:  $A \geq 900$ ,  $750 \leq B < 900$ ,  $600 \leq C < 750$ ,  $450 \leq D < 600$ ,  $F < 450$ .

### **Course Policies**

#### ***Attendance***

Attendance will be taken by sign-in sheets. Students are responsible for making sure they have signed the attendance sheets. Excused absence will only be given to students who are attending university-sanctioned events or students with medical excuses. Proper documents must be submitted within seven days of the excused absence.

#### ***Assignments via E-mail***

Assignments turned in via e-mail will NOT be accepted. Research project reports MUST be submitted via *Turnitin* on Canvas for plagiarism check.

#### ***Communicating with Your Instructor***

Students are advised to contact the instructor via [ruonanz@bgsu.edu](mailto:ruonanz@bgsu.edu). Students' emails are expected to be professional and courteous. Please put MDIA 3600 in the subject line, use proper greetings, and sign your name to your emails. Emails regarding questions that can be answered by the syllabus will not be replied.

#### ***Codes of Conduct and Academic Honesty Policy***

The instructor and students in this course will adhere to the University's general Codes of Conduct defined in the BGSU Student Handbook. The Code of

Academic Conduct (Academic Honesty Policy) requires that students do not engage in academic dishonesty. For details, refer to:  
BGSU Student Handbook (<http://bgsu.edu/downloads/sa/file15768.pdf>)  
The Academic Charter, B.II.H  
(<http://www.bgsu.edu/offices/facsenate/page471.html>)  
Student Discipline Programs  
(<http://bgsu.edu/offices/sa/studentdiscipline/index.html>)

### ***Disability Policy***

According to the University policy, students with documented disability and require accommodations to obtain equal access in this course should contact the instructor at the beginning of the semester. Students can contact the instructor via email or by face-to-face meeting. Students with disabilities must verify their eligibility through the Office of Disability Services for Students (<http://www.bgsu.edu/offices/sa/disability/>).

### ***Religious Holidays***

In accordance with the University policy, each student should be able to observe their religious holidays without academic penalty. In such cases, students should contact the instructor to inform the dates they will be absent. However, students who are absent for religious reasons are responsible for completing required work (paper or exam) missed. (As stated in The Academic Charter, B-II.G-4.b at: <http://www.bgsu.edu/downloads/bgsu/file919.pdf>).

### ***University Closure***

The University will close for winter conditions only when the Wood County Sheriff's Department declares a Level 3 emergency. Information about University closures is communicated by the Office of Marketing and Communications. Students can get the information from University Fact Line, local FM & AM radio stations and the four Toledo television stations (see Weather Policy for lists).

### ***Indicator of Support for Student Success***

MDIA 3660 requires a positive and supportive environment for all students. It's the instructors job to make sure that all students are provided a safe learning environments. Therefore, some rules need to be made clear. No racist, sexist, homophobic, or any other type of oppressive, prejudiced language will be tolerated in this classroom. Students are expected to respect other students' opinions, even with disagreement. Healthy, logical, and thoughtful debates are expected, instead of disrespectful insults. The instructor reserved the right to ask students who violated these rules to leave the classroom with no credit for

attendance. Students who feel victimized by the above prohibited activities can contact the instructor via [ruonanz@bgsu.edu](mailto:ruonanz@bgsu.edu) or interpersonal meetings. My office hour is Thursday from 9:30am to 6:00pm.

Students are expected to use grammatically correct and word-processed in 12-point Times New Roman or Helvetica font for research reports, and double-spaced, spell-checked, grammatically correct, and word-processed in 12-point Times New Roman or Helvetica font with 1-inch margins for papers. For papers, please use introductions, transitions, and conclusions in accordance with standard academic writing. Students are expected to use APA or MLA style of academic writing. If students have any questions about any assignment, please contact the instructor via email. Students are also advised to use writing assistance (The Learning Commons, 140 Jerome Library, 419-372-2823).

### **Pedagogical Efforts that Engage Students in the Learning Process**

Students are expected to read required readings before class and complete weekly quizzes on Canvas. Students are also encouraged to bring other related materials to share with the class. For papers and exams, if students encounter any difficulty, they are advised to contact the instructor through email or set up face-to-face meetings.

## **Schedule and Methods of Assessment**

### ***Week 1: Introduction & Why Conduct Media Research***

**M 1/8:** Introduction to the Course, Syllabus, etc.

*\* Reading and weekly quiz due on Wednesday before class: Chapter 1 (Soft DDL, in case students haven't received their textbooks. Hard DDL on 1/17 before class.)*

**W 1/10:** Methods of Knowing, Scientific Media Research Methods

**F 1/12:** Research Procedures

### ***Week 2: Key Elements of Research***

**M 1/15:** *Martin Luther King, Jr. Day – NO CLASS*

*\* Reading and weekly quiz due on Wednesday before class: Chapter 2*

**W 1/17:** Concept, Construct, Variables, Measurements

**F 1/19:** Scales, Reliability, Validity

### ***Week 3: Research Ethics and Sampling***

*\* Reading and weekly quiz due on Monday before class: Chapter 3*

**M 1/22:** Media Research Ethics

*\* Reading and weekly quiz due on Wednesday before class: Chapter 4*

**W 1/24:** Population and Sampling

**F 1/26:** Probability Sampling Procedure

### ***Week 4: Sampling Procedure and Review for First Exam***

**M 1/29:** Nonprobability Sampling Procedure

**W 1/31:** Review of Key Learning Materials

**F 2/2:** Q&A for First Exam

### ***Week 5: Qualitative Research Approaches***

**M 2/5:** **First Exam**

*\* Reading and weekly quiz due on Wednesday before class: Chapter 5*

**W 2/7:** Qualitative Research Methods

**F 2/9:** Qualitative Research Methods

### ***Week 6: Qualitative Research Project & Content Analysis***

**M 2/12:** **Assign Qualitative Research Project**

*\* Reading and weekly quiz due on Wednesday before class: Chapter 6*

**W 2/14:** Content Analysis (uses, limitations)

**F 2/16:** Content Analysis (reliability, validity, coding book)

### ***Week 7: Content Analysis & Survey Research***

**M 2/19:** **Assign Content Analysis Coding Project**

*\* Reading and weekly quiz due on Wednesday before class: Chapter 7*

**W 2/21:** Descriptive and Analytical Surveys

**F 2/23:** Questionnaire Construction and Data Collection

### **Week 8: Longitudinal Research**

*\* Reading and weekly quiz due on Monday before class: Chapter 8*

**M 2/26:** Types of Longitudinal Research

**W 2/28:** Uses of Longitudinal Research

**F 3/2:** Case Study – Harvard Happiness Study

*\* Content Analysis Coding Project due by the end of 3/2*

### **Week 9: Spring Break**

**M 3/5 – 3/9:** SPRING BREAK – NO CLASSES

*\* Qualitative Research Project Report and PPT due on 3/12 before class*

### **Week 10: Qualitative Research Presentations**

**M 3/12:** Presentations – part 1

**W 3/14:** Presentations – part 2

**F 3/16:** Presentations – part 3

### **Week 11: Guest Speaker & Qualitative Research Presentations**

**M 3/19:** Guest Speaker from Disney

**W 3/21:** Presentations – part 4

**F 3/23:** Presentations – part 5

### **Week 12: Experimental Research**

**M 3/26:** Presentations – part 6

*\* Reading and weekly quiz due on Wednesday before class: Chapter 9*

**W 3/28:** Uses and Limitations of Experimental Research

**F 3/30:** Experimental Design

### **Week 13: Quantitative Research Project & Media Research Applications**

**M 4/2:** **Assign Quantitative Research Project**

*\* Reading and weekly quiz due on Wednesday before class: Chapter 13*

**W 4/4:** Newspaper and Magazine Research

*\* Reading and weekly quiz due on Friday before class: Chapter 14*

**F 4/6:** Research in the Electronic Media

### **Week 14: Media Research Applications**

*\* Reading and weekly quiz due on Monday before class: Chapter 15*

**M 4/9:** Research in Advertising

*\* Reading and weekly quiz due on Wednesday before class: Chapter 16*

**W 4/11:** Research in Public Relations

**F 4/13:** Review of the Semester

### **Week 15: Presentations**

*\* Quantitative Research Project Report and PPT due on 4/16 before class*

**M 4/16:** Presentations – part 1

**W 4/18:** Presentations – part 2

**F 4/20:** Presentations – part 3

***Week 16: Presentations***

**M 4/23:** Presentations – part 4

**W 4/25:** Presentations – part 5

**F 4/27:** Presentations – part 6

***Final Exam: Thurs, May 4, 8:30 – 10:30 am***