Term Information

Effective Term	Spring 2014

General Information

Course Bulletin Listing/Subject Area	Communication
Fiscal Unit/Academic Org	School Of Communication - D0744
College/Academic Group	Arts and Sciences
Level/Career	Graduate
Course Number/Catalog	6701
Course Title	Working with Communication Data
Transcript Abbreviation	Comm Data
Course Description	Techniques for coding, entering and maintaining data sets in preparation for thesis or other research activities. Includes logical coding, documentation, mapping responses to numerical representations, assessing reliability, merging files, maintaining confidentiality via ID codes and other topics.
Semester Credit Hours/Units	Fixed: 3

Offering Information

Length Of Course	14 Week, 7 Week
Flexibly Scheduled Course	Never
Does any section of this course have a distance education component?	No
Grading Basis	Letter Grade
Repeatable	No
Course Components	Laboratory, Lecture
Grade Roster Component	Lecture
Credit Available by Exam	No
Admission Condition Course	No
Off Campus	Never
Campus of Offering	Columbus

Prerequisites and Exclusions

Prerequisites/Corequisites	Prereq: Grad standing
Exclusions	

Cross-Listings

Cross-Listings

Subject/CIP Code

Subject/CIP Code	09.0101
Subsidy Level	Doctoral Course
Intended Rank	Masters, Doctoral

Quarters to Semesters

Quarters to Semesters	New course
Give a rationale statement explaining the purpose of the new course	With semester conversion, we have had to eliminate some requirements for our M.A. students so that their graduation is not delayed. This course helps prepare them for their thesis or other research if they are new to quantitative research.
Sought concurrence from the following Fiscal Units or College	

Requirement/Elective Designation

Required for this unit's degrees, majors, and/or minors

Course Details

Course goals or learning objectives/outcomes

- Will learn techniques for managing datasets
- Will understand the relationship between textual and numeric representations
- Will develop facility in working with software

Content Topic List

- Logical Coding
- Maintaining confidentiality via ID codes
- Documentation
- Mapping responses to numerical representations
- Assessing reliability and validity of measures
- Merging files

Attachments

- Syllabus6701.doc

(Syllabus. Owner: McDonald,Daniel Gary)

Comments

- Prereq box shows only "COMM". More information needed.

Syllabus should have a readings list. *(by Haddad,Deborah Moore on 02/06/2013 04:51 PM)*

Workflow Information

Status	User(s)	Date/Time	Step
Submitted	McDonald,Daniel Gary	02/06/2013 04:40 PM	Submitted for Approval
Approved	McDonald,Daniel Gary	02/06/2013 04:41 PM	Unit Approval
Revision Requested	Haddad,Deborah Moore	02/06/2013 04:51 PM	College Approval
Submitted	McDonald,Daniel Gary	02/06/2013 05:51 PM	Submitted for Approval
Approved	McDonald,Daniel Gary	02/07/2013 06:01 PM	Unit Approval
Approved	Haddad,Deborah Moore	02/08/2013 11:29 AM	College Approval
Pending Approval	Nolen,Dawn Jenkins,Mary Ellen Bigler Vankeerbergen,Bernadette Chantal Hogle,Danielle Nicole Hanlin,Deborah Kay	02/08/2013 11:29 AM	ASCCAO Approval

COMM 6701
Working with Communication Data
M, W, F 9:00-10:50 (7 weeks)
Journ 106

Dr. Michael Slater
3022 Derby Hall
247-8762
Slater.59@osu.edu

Office Hours:
W 11:00 – 12:00
or as arranged

The course objectives are:
To learn techniques for managing datasets
To develop an understanding of the relationship between textual and numeric representations
To develop facility in working with software for statistical analysis, manipulating data and matrices, and coding textual responses.

To meet these objectives, we will have some readings (available via the library links provided on Carmen), and from several books, but much of the course is "hands-on" and will involve working with data. By the end of the course you will be very familiar with and well-versed in data handling and prepared to analyze your own data carefully and thoughtfully.

Required Readings (selected chapters, as indicated in schedule; additional articles may be assigned as needed):
Pedhazur, E.J. & Pedhazur Schmelkin, L. (1991). Measurement, design and analysis: An integrated approach. Hillsdale, NJ: Erlbaum.
Kerlinger, F.N. & Lee, H.B. (2008). Foundations of behavioral research, 5th ed.
Krippendorf, K. (2012). Content analysis: An introduction to its methodology, 3rd ed. Thousand Oaks, CA: Sage.

Special Accommodations
Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 614-292-3307 in room 150 Pomerene Hall to coordinate reasonable accommodations for students with documented disabilities.

Evaluation and Requirements

Short Assignments (20% of the final grade): These are weekly exercises to make certain you are developing a facility with the ideas and techniques being described in class.

Selected Reading Discussion (5% of the final grade). You are expected to have read each of the required readings before the appropriate class meeting. Each student must also select one of the readings from the list for at least one day in the semester. For that day, the student who has selected a reading is required to serve as a backup 'expert' in the area and to provide a short overview of the selected reading for the class. This does not

require a presentation, but you are welcome to describe the article, ask questions of the instructor or the class, or integrate the reading in any way you would like.

Class Participation (15% of the final grade): Each class will be focused on a discussion of the readings and working through various examples. The instructor will provide a basic overview of the material; students will make comments or ask questions about the material. The class participation grade will be an assessment of your contribution to the class. There are 12 class meetings in which you'll be expected to contribute. The instructor will assign from 0 to 10 points after each class period. At the end of the quarter, the 3 lowest scores will be dropped, the rest averaged and multiplied by 1.5 to obtain the number of points added to your grade. Class participation will not be based on the volume of comments, but instead on the quality of the contribution, so a person with a few insightful remarks may obtain the same score as a person who has many comments or remarks.

PaperPresentation (5% of the final grade). One class period is planned for paper presentations by volunteer members of the class. In this paper presentation, you'll provide an overview of a problem you have run into in working with a dataset, and describe what you did to solve the problem.

A Final Paper (55% of the final grade): Students will produce a research paper for the final paper in the class. The paper should be a longer version of the methods portion of a research article (APA style). Data-based papers are required. The papers may not involve any faculty members in writing, editing or data analysis until after the paper has been graded (except when you are asking the instructor for early feedback). If you would prefer to write a paper with another student in the class, you are welcome (and encouraged) to do that, but you will need to share the same grade for the paper, but additional work is expected.

Policies and Procedures:

All papers *must* be submitted to our Carmen website by the due date (at class time). Any late assignment will have 10% deducted *each day* it is late (including weekends). An assignment is considered late when it is submitted after the stated deadline, and deductions will be taken beginning with the missed deadline. At the instructor's discretion, exceptions may be made for emergencies or other well-documented issues. These exceptions are easiest to make when you notify the instructor *before* the deadline.

I recommend that all written assignments by Communication students conform to guidelines established in the American Psychological Association's (APA) Publication Manual. I don't grade based on adherence to style, because I am not particularly good at it, but it is in your best interest to learn APA style so that it becomes your default writing style. Always keep a backup copy of your work.

Grades:

This is a graduate course, which means that we don't expect a normal distribution of grades. Generally speaking, we expect most students to be in the A to B+ range. A B+ converts to 3.3 in your GPA, so it's about the lowest grade you should be making in a COMM graduate class if you're majoring in Communication. If you find that you are averaging below a B+ in the class, please come see me as soon as you can so that we can see what sort of problem we're dealing with and how to resolve it.

Academic Misconduct:

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term "academic misconduct" includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct (http://studentaffairs.osu.edu/resource_csc.asp).

Class Schedule

Week 1 – Words to numbers
- Concepts and Measurement
- Identification and Confidentiality
- Maintaining Labels and Documentation
- Mapping words to numbers
  - Maintaining Logical Consistency
  - Rules of Categorization
- Exercise #1 Due in class on Friday

Readings: P&S, Chs. 2, 3, 4, 8
K&L, Ch. 1

Week 2 - Entering data:
- Spreadsheets and statistical data software
- Common mistakes, pitfalls
  - Systematic and random errors in data entry
- Finding data errors – logical and random
- Fixing data entry mistakes
- Systematic and individual fixes

Readings: P&S, Ch. 9, 11, 16
K&L, Ch. 2

Week 3 – Measurement issues
- Transforming numbers
- Normal scores, deviation scores, double-centered scores
- Matching data to hypotheses
- Developing measures

Readings: P&S, Ch. 6
K&L, Chs. 4-6

Week 4 - Making weak measures stronger
- Types of reliability
  - Establishing reliability
- Types of validity
  - Establishing validity
- Tradeoffs between reliability and validity

Readings: P&S, Ch. 5
K&L, Chs. 27, 28, 30

Week 5 – Working with coders for communication content
What can be coded
Developing definitions and rules for coding
Assessing intercoder reliability
Assessing coded validity
Readings: P&S, Ch. 4
K&L, Chs. 10-12
Krippendort, Chs. 2, 4, 5,7

Week 6 - Automated/Software Coding –Text and Visuals
Assessing reliability
Problems and issues in software codes
Short Paper Presentations
Readings: K&L, Chs. 1,2
Krippendorf, Chs. 8, 9, 11, 12

Week 7 –Archival and Industry Data
Resources and Issues
Readings: Handouts, Codebooks and Industry Reports as assigned.

Final Paper – Due as scheduled by University final exam rules for this course.