

Chen Zeng

Email: chen.zeng@temple.edu

Office Hours: Tuesdays 2:00-3:00pm; Thursdays 11:00-12:00pm; Fridays 1:00-2:00pm;

Meeting place: Zoom

Course Description

This is a basic course in applied research for planning and evaluating communication campaigns. Qualitative and quantitative research methods will be explored along with a basic knowledge of descriptive and inferential statistics. The course will also provide an introduction to deriving and interpreting research results and making recommendations to clients.

Course Objectives

- Give students a working knowledge of how to ask a research question.
- Give students a working knowledge of how to choose a method to address a research question.
- Provide an overview of a broad range of qualitative and quantitative methods.
- Offer a cursory glance at data analysis.
- Challenge students to make meaningful recommendations to clients based upon data.
- Present the key ethical issues involved in the study of individuals and publics.

Course Readings

Additional reading materials will be posted on Canvas in the Additional Readings folder.

Grading

The final grade for the course will be based on the following breakdown of assignments:

1	Exam 1	10%	Completed
2	Activity worksheets	15%	4 Completed (measurement, scale reliability, focus group, sampling) 1 more to be completed (research ethics)
4	Survey design and analysis	35%	To be completed
5	Final exam	30%	To be completed
6	Attendance	10%	To be completed
7	Extra credit	3 pts	Experiments assignment

Grading Scale:

A 93-100	B- 80-82	D+ 67-69
A- 90-92	C+ 77-79	D 63-66
B+ 87-89	C 73-76	D- 60-62
B 83-86	C- 70-72.	F 59 and below

Grading Criteria:

A = an earned grade that represents outstanding and exceptional work

B = an earned grade indicating competent, above average work

C = an earned grade for work that is average and/or merely fulfills the basics of the assignment and lacks some important connection to the course material

D = an earned grade given to work that does not fulfill the conditions of the assignment and lacks connection with the course material in multiple ways

F = an earned failing grade for late work, poorly executed work, plagiarism or other failure to adhere to the requirements of academic integrity

Attendance

It is your responsibility to attend class. Your success in this course is dependent upon your attendance. If you are going to miss a class, it is your responsibility to get any and all information from a classmate. If you are going to be late to a class, it is your responsibility to enter the room in a quiet manner that does not disrupt me or your classmates. You may have two absences throughout the semester. You will be required to sign-in on an attendance sheet during class. Any student with 7 or more absences (beyond the free 2) will receive a ZERO for attendance.

Course Policies & Procedures

- Academic Rights and Responsibility: Freedom to teach and freedom to learn are inseparable facets of academic freedom. The University has adopted a policy on Student and Faculty Academic Rights and Responsibilities (Policy # 03.70.02) which can be accessed through the following link:
http://policies.temple.edu/getdoc.asp?policy_no=03.70.02.
- Course conduct and sensitivity: The instructor expects students to approach this class in a professional manner. Students are expected to be on time, to come prepared and to participate fully. In addition, media issues and content cannot be thoughtfully and rigorously discussed without an occasional reference to unpopular ideas or to offensive materials. Students and instructors alike are expected to remain sensitive to individual differences. We will make every effort to discuss differences with no anger, arrogance, or personal attacks, and without perpetuating stereotypes about gender, age, race, religious affiliation, sexual preference, national origin, dialect, or disability.
- Submission of Assignments and Deadlines: It is solely the responsibility of the student to ensure all assignments reach the instructor. No dispensations will be granted for

lost or misplaced assignments. Assignments must be submitted in hard copy in class **AND** electronically to Blackboard by the due date. There are **NO EXCEPTIONS** to this policy. (Of course, assignments can always be submitted early.) It is strongly recommended that students keep a backup copy of all work they submit in the course.

- Grade Appeals: If the student believes he/she have legitimate grounds on which to dispute a grade on a particular assignment, the student may submit a formal written appeal to the instructor within **10 days of receiving the original grade**. The appeal must be in writing, **NOT email**, and the appeal must provide **rational criteria** for why the current grade is inaccurate. Feelings do not constitute rational criteria. Such claims as “I worked really hard on the assignment,” “I’m confident in my work,” “I feel I deserve a higher grade,” or “the grade was unfair” are not valid reasons to appeal a grade. The student must offer some empirical proof that the grade is inaccurate. The formal written appeal must be accompanied by the original graded assignment with the teaching assistant’s completed grade sheet attached. (Any emailed grade appeals will be ignored.) Once the student has submitted a formal grade appeal and all supporting evidence, including the graded copy of the assignment in question, the instructor will carefully examine the assignment and provide a new grade utterly independent of any grade given by the teaching assistant. The instructor’s grade will be based purely on the quality of the work submitted by the student and no other criteria. Once the instructor has assigned a grade to the assignment, that grade will not be changed under any circumstances. By submitting a formal grade appeal to the instructor, the student agrees to accept and respect the instructor’s grade as the final grade on the assignment.
- Academic Honesty: Any student who is found violating standards of academic honesty will automatically FAIL the class. This includes any student who is found to be committing an act of plagiarism or who is caught cheating on an exam. All material submitted in the course is expected to be original material written specifically for this class and may not under any circumstances have been recycled from papers submitted in other courses. For students that violate the standard of academic honesty, a charge may be lodged with the University Disciplinary Committee. Reprinted below is Temple University’s policy on academic honesty, taken from the Undergraduate Bulletin: Temple University believes strongly in academic honesty and integrity. Plagiarism and academic cheating are, therefore, prohibited. Essential to intellectual growth is the development of independent thought and a respect for the thoughts of others. The prohibition against plagiarism and cheating is intended to foster this independence and respect. Plagiarism is the unacknowledged use of another person's labor, another person's ideas, another person's words, or another person's assistance. Normally, all work done for courses – papers, examinations, homework exercises, laboratory reports, and oral presentations – is expected to be the individual effort of the student presenting the work.
- Any assistance must be reported to the instructor. If the work has entailed consulting other resources – journals, books, or other media – these resources must be cited in a

manner appropriate to the course. It is the instructor's responsibility to indicate the appropriate manner of citation. Everything used from other sources – suggestions for organization of ideas, ideas themselves, or actual language – must be cited. Failure to cite borrowed material constitutes plagiarism. Undocumented use of materials from the World Wide Web is plagiarism. Academic cheating is, generally, the thwarting or breaking of the general rules of academic work or the specific rules of the individual courses. It includes falsifying data; submitting, without the instructor's approval, work in one course which was done for another; helping others to plagiarize or cheat from one's own or another's work; or actually doing the work of another person. The penalty for academic dishonesty can vary from receiving a reprimand and a failing grade for a particular assignment, to a failing grade in the course, to suspension or expulsion from the University.

- Access to the instructor: The instructor's office hours are listed at the top of this syllabus. The instructor will also be available to see students by appointment at other times. Students are highly encouraged to come up to the instructor before or after class or drop by during office hours or contact the instructor by e-mail, listed above. The instructor should respond to students' emails in some form by the following business day, assuming that the instructor is not on academic-business travel and that the semester is still in progress.
- Special Needs: Any student with a documented disability who needs to arrange reasonable accommodations should notify the instructor at the beginning of the semester. The student should also contact the Office of Disability Resources and Services at 215-204-1280 to coordinate reasonable accommodations.

Class Meeting Schedule & Topics

Week 9	3/10	PR Research: Why bother?
	3/12	Survey design review I <ul style="list-style-type: none"> Read (optional): The <i>Qualtrics</i> handbook of question design: https://survey.k-state.edu/help/handbook-question-design.pdf
Week 10	3/17	Survey design review II <ul style="list-style-type: none"> Read: Bhattacharjee (2012): Chapter 9
	3/19	Experimental Research <ul style="list-style-type: none"> Read: Bhattacharjee (2012): Chapter 10
Week 11	3/24	Data analysis I <ul style="list-style-type: none"> Read: Basic Concepts in Research and Data Analysis (p. 1-12)
	3/26	Data analysis II <ul style="list-style-type: none"> Read: Basic Concepts in Research and Data Analysis (p. 12-25)
Week 12	3/31	Focus groups and interviews <ul style="list-style-type: none"> Read: Bhattacharjee (2012): Chapter 13
	4/2	Case studies <ul style="list-style-type: none"> Read: Bhattacharjee (2012): Chapter 11
Week 13	4/7	Content analysis <ul style="list-style-type: none"> Read: A New Model for Media Analysis http://www.instituteforpr.org/wp-content/uploads/MediaContentAnalysis.pdf
	4/9	Field observation <ul style="list-style-type: none"> Read: Daymon&Holloway (2020): Field observation
Week 14	4/14	PR Research and social media <ul style="list-style-type: none"> Read: The most important social media metrics to track: https://sproutsocial.com/insights/social-media-metrics/
	4/16	Ethics in public relations research <ul style="list-style-type: none"> Read: Bhattacharjee (2012): Chapter 16
Week 15	4/21	Wrap-up and review session <ul style="list-style-type: none"> Survey and Analysis Assignment Due 11:00am (Submit it on Canvas)
	4/23	Final exam