

# COMM 3710: Intro to Quantitative Research

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## Course Outline

This course is a basic research methods course for those with little or no experience or course work in quantitative communication research. COMM 3710 is a quantitative intensive (QI) course. The goal of this course is to provide you with a critical framework for evaluating social science research and some hands-on experience in the process of conducting empirical investigations.

We will examine how research questions are developed into a research project. Additionally, we will learn how to select appropriate research techniques, measure concepts, draw samples, interpret results, and communicate our research.

Key topics include:

- Formalizing hypotheses and research questions grounded in theory
- Testing hypotheses and research questions
- Conceptual and operational definitions
- Measurement, sampling, and research design
- Data analysis in communication research

### Note

You are expected to log into the course Canvas website regularly (**at least 3-5 times per week**), complete and submit work on time, and ask questions if you need help. **It is your responsibility as a student to ask questions in a timely manner during scheduled labs and office hours, if you need help.**