Regent University Mission Statement:
Our mission is to serve as a leading center of Christian thought and action providing an excellent education from a Biblical perspective and global context in pivotal professions to equip Christian leaders to change the world.

School of Communication & the Arts Mission Statement:
To prepare emerging and established Christian leaders to inspire, enrich and transform the media, the arts, and the academy through excellence and innovation in scholarship and practice.

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**COURSE SYLLABUS**

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**SCHOOL OF COMMUNICATION & THE ARTS**
**DEPARTMENT OF STRATEGIC COMMUNICATION & JOURNALISM**

**COM 702**

Communication Research: Quantitative Methodologies

**FALL 2013**

**COURSE TYPE:** DISTANCE

**MEETING LOCATION:** COMPUTER LAB COMARTS BLDG
**MEETING TIME:** PROVIDED IN CLASS SCHEDULE

**COURSE INSTRUCTOR:** DR. WILLIAM J. BROWN

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All students are required to read and have a thorough understanding of the syllabus. Any questions or concerns need to be addressed to the instructor.
SECTION 1 – COURSE OVERVIEW

INSTRUCTOR INFORMATION:
Instructor: William J. Brown
Telephone: 757-352-4215
Fax: 757-352-4291
E-mail: willbro@regent.edu

In the subject line of your email, please include the course number (e.g. SSW 514) and have your full name in your email signature. Note: All students are required to keep their mailing address, e-mail address, and telephone numbers up to date in GENISYS to facilitate communication between instructors and students.

Office Hours: Tuesday 9-11:50 am, Wed., 2-4:50 pm
Office Location: COM 246
Best time to contact me: mornings before noon

Welcome to class

SHORT BIO
William Brown is Professor and Research Fellow in the School of Communication and the Arts at Regent University in Virginia Beach, Virginia. He received a Bachelor of Science Degree in Environmental Science from Purdue University, a Masters Degree in Communication Management from the Annenberg School of Communication at the University of Southern California in Los Angeles, and a Masters and Doctorate in Communication, also from the University of Southern California. His academic research interests include international media influence, social influence through heroes and celebrities, and the use of entertainment-education for social change. He has published extensively in academic journals and has contributed book chapters in the field of communication during the past 20 years. Dr. Brown has conducted research in more than 35 nations, including federally funded research projects in Africa. He has taught at the University of Southern California, the University of Hawaii, the University of the Nations, and Regent University. He has served as a Fulbright Specialist to the Netherlands in 2009 and to Norway in 2011. Dr. Brown lived in Hong Kong for five years and has a continuing interest in Asian media and development.

COURSE DESCRIPTION
COM 702 is one of three doctoral level research courses offered by the School of Communication and the Arts at Regent University. Doctoral students in communication are required to take all three research courses. Those who intend on using quantitative methods in their doctoral dissertation are encouraged to take this course in the first semester of their program. COM 702 is also open to all doctoral students across the university and to masters’ degree students with an appropriate background with permission from the instructor. The course is designed to provide knowledge of social science research methods and statistical analysis. An online prerequisite tutorial in research methods is strongly recommended for all students who have not had at least one quantitative research methods course at the graduate level.

Theme Scripture:
II Timothy 2:15
INTEGRATION OF FAITH
My philosophy on the integration of faith and learning is substantively informed by the ideas in two books we have found particularly influential in our own development as Christians and communication scholars.

Mark Noll’s *The Scandal of the Evangelical Mind* (1994) is an eloquent call for Christians to honor God more fully by practicing a “more responsible intellectual existence.” “The scandal of the evangelical mind,” he declared, “is that there is not much of an evangelical mind.” In my view, distinctly Christian higher education—particularly *graduate* education—is important in large part to help counteract this unfortunate tradition of anti-intellectualism in American evangelical Christianity. One need not—and should not—check one’s brain at the proverbial door in order to exercise and grow in the faith. The Christian faith is eminently strong as a philosophical system and is profoundly “reasonable,” and we Christians—individually and communally—need to witness to this more faithfully in the ways we examine our lives, in the ways in which we think, and the ways in which we engage our culture.

George Marsden’s *The Outrageous Idea of Christian Scholarship* (1997) is an excellent exposition of the ways in which integrating faith and scholarship is beneficial not only for growing in and witnessing to religious faith, but also for enriching the academy and the world of ideas. Faith-based (particularly evangelical Christian) perspectives can augment academic study not only by suggesting particular and understudied subjects and novel ways of studying them, but also by correcting for the ideological and methodological biases that exist in secular academic culture. By working hard at cultivating our thinking and our scholarship from a distinctly Christian worldview, we will not only enrich our own faith and allow us to present it more compellingly to others, but we also will enrich the world of ideas.

The mission of the School of Communication and the Arts is to provide current and aspiring communication professionals and scholars with graduate level knowledge of communication from a Biblical perspective. In this course we will read and discuss the activities of social scientists within the context of Christian thought and action. We will specifically discuss:

1. The biblical foundation for social science theory and research.
2. The application of social science research to fulfill the God-given responsibilities of Christians.
3. The application of social science research to fulfill the mission of the church.
SECTION 2 – COURSE EXPECTATIONS

COURSE OUTCOMES
Upon completion of this course, students should be able to:

1. Demonstrate knowledge of the characteristics of social science research.
2. Give a detailed report on a process of measurement.
3. Critique a research design from a published article (specified by the instructors).
4. Write a research proposal for a study that can be carried out.
5. Use one or more quantitative research instruments to collect data.
7. Provide skills for using a statistical computer program to compute common statistical tests on a data set, including both parametric and non-parametric statistics.
8. Outline procedures for conducting statistical tests in hypothetical deductive research.
9. Conduct statistical analyses of quantitative data on a computer.
10. Demonstrate understanding of report writing and the publication process for social science research and the process for presenting research at academic conferences.

REQUIRED MATERIALS
Students are responsible for acquiring the following books and materials for this course before the first class meeting:


- **SPSS pc GRADPAK** version 17.0 or higher. (Note: Do not buy the "student version" which does not have all the modules you will need).

**Note:** The School has partnered with the Regent Bookstore to have textbooks available for purchase for all students, including distance students. Items may be ordered using the secured online catalog found at [www.regentbookstore.net](http://www.regentbookstore.net).

- Daily access to the Internet and email
- Microsoft Office (Word, Excel, PowerPoint, etc.) version 2007 or later.
- The latest version of a web browser compatible with Blackboard and media players. For assistance, visit the links provided in the Helpful Resources section of the course in Blackboard or contact IT Helpdesk via their website, phone at 757-352-4076, or email helpdesk@regent.edu.
Additional materials (e.g., PowerPoint files, quizzes, media, and the like) may be provided via Blackboard. Students are responsible for the information and materials distributed in class and on Blackboard (see “Use of Blackboard” below for more information).

Understand and adhere to the Regent Honor Code found in the Student Handbook. A persistent link can also be found in Blackboard’s “RU Resources” tab.

Recommended Course Materials:
- Other resources such as writing style guides, Blackboard tutorials, University policies, IT Helpdesk, and information may be accessed via the “RU” and “Helpful Resources” tabs in Blackboard as well as in the Helpful Resources section of this course.

USE OF BLACKBOARD
Blackboard will be used to aid communication and delivery of extemporaneous and other content as the semester progresses. We may also utilize the Discussion Board to extend our in-class discussions. Participation in Blackboard does not supplant course requirements for attendance or class participation. Therefore, while access to and use of Blackboard is required for this course, it should not be seen as a surrogate for class attendance or other course requirements. Also, please keep the following in mind:

- All discussion posts should be scholarly in nature and respectful of colleagues.
- Students are expected to check the Announcements section of Blackboard each week beginning one week before the start of the course.
- Students must keep their e-mail address current in Genisys in order to receive communications from Blackboard and the instructor. Students are expected to check their Regent e-mail daily to ensure timely receipt of messages from the professor.

ATTENDANCE AND PARTICIPATION
Attendance and active participation is required in order to complete this course. All Blackboard forums must be completed in order to qualify for a class participation grade above a C.

Note: International students should consult the Office of International Student Services before registering for a Distance or Modular course.

SUBMISSION OF ASSIGNMENTS
In addition to emailing your completed assignments as an attached document to your instructor, all assignments for this course must be submitted via the “Assignment Link” found in Blackboard. All files should be submitted using the following naming convention:

YourName_AssignmentName (e.g. John Smith_Lab 1)
• Papers should be in MS Word format (.docx) compliant with the APA 6th edition writing style guide.

Unless otherwise stated in Blackboard, no assignment will be accepted if submitted via any method other than Blackboard. Assignments are due no later than 11:59 pm on Saturday. It is recommended that students give themselves a buffer of time before the deadline to allow for troubleshooting should your upload attempt fail. Students should look at the assignment submission page to verify that the submission was successful.

Late Assignments
Late assignments will be given partial credit up to a maximum of 7 days late.
NOTE: Technical difficulties when submitting to Blackboard will not be accepted unless documented by the IT Help Desk. The IT Help Desk is your first point of contact for problems with Blackboard. Deadline extensions will be allowed only when a system issue occurring on Blackboard’s side is documented by Regent University IT department.

METHOD OF EVALUATION
The final grade for the course will reflect mastery of course content and quality of thought as expressed in:

A. Grades and Weights

| Class Assignments and Participation | 100 pts |
| Quizzes                            | 200 pts |
| Lab Assignments (10 x 30 pts each) | 300 pts |
| Final Exam                         | 200 pts |
| Research Paper                     | 200 pts |
| Total points for course            | 1000 pts |

B. Grading Scale (Based on 1000 total points for the course):

<table>
<thead>
<tr>
<th>Grade</th>
<th>Total Points</th>
<th>Quality Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>960-1000</td>
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</tr>
<tr>
<td>A-</td>
<td>930-959</td>
<td>3.67</td>
</tr>
<tr>
<td>B+</td>
<td>900-929</td>
<td>3.33</td>
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<tr>
<td>B</td>
<td>850-899</td>
<td>3.00</td>
</tr>
<tr>
<td>B-</td>
<td>810-849</td>
<td>2.67</td>
</tr>
<tr>
<td>C+</td>
<td>780-809</td>
<td>2.33</td>
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<tr>
<td>C</td>
<td>750-779</td>
<td>2.00</td>
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<tr>
<td>C-</td>
<td>710-759</td>
<td>1.67</td>
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<tr>
<td>D+</td>
<td>680-709</td>
<td>1.33</td>
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<tr>
<td>D</td>
<td>650-679</td>
<td>1.00</td>
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<tr>
<td>D-</td>
<td>600-649</td>
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<tr>
<td>F</td>
<td>0-599</td>
<td>0.00</td>
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</tbody>
</table>
SECTION 3 – SCHEDULE AND EVALUATION

COURSE SCHEDULE

The schedule below should be put in a convenient place and followed closely each week, as late assignments may be subject to a grade reduction. Monday marks the beginning of the week for this course. Therefore, unless otherwise stated in Blackboard, assignments for each week must be submitted no later than Saturday, 11:59 pm (Eastern time) of each week.

Week 1: January 7 to January 12
Introduction to social science methodology

Week 2: January 14 to January 19
Descriptive statistics

Week 3: January 21 to January 26
Sample sizes, types and distributions

Week 4: January 28 to February 2
Middle range analysis

Week 5: February 4 to February 9
Analysis of variance

Week 6: February 11 to February 16
Correlation and regression

Week 7: February 18 to February 23
Multiple regression analysis

Week 8: February 25 to March 2
Non-parametric statistics

Week 9: March 4 to March 9
Modular week – no new content

Week 10: March 11 to March 16
Multivariate statistical techniques

Week 11: March 18 to March 23
Factor analysis and reliability analysis

Week 12: March 25 to March 30
Discriminant analysis and repeated measures

Week 13: April 1 to April 6
Survey research and content analysis

Week 14: April 8 to April 13
Structural equation and path models

Week 15: April 15 to April 20
Cleaning and transforming data

Week 16: April 22 to April 27
Scholarly research and writing
Calendar (Subject to Change) – On-Campus Discussion Forums

On-campus discussion forums will be offered every two weeks. The following dates and discussion topics have been chosen.

<table>
<thead>
<tr>
<th>Date(s)</th>
<th>Discussion Topic(s)</th>
<th>Meeting Time and Place</th>
</tr>
</thead>
<tbody>
<tr>
<td>Forum One</td>
<td>Course overview and foundational principles</td>
<td>9:00 am-noon  Computer Lab, COMMARTS BLDG</td>
</tr>
<tr>
<td>January 9</td>
<td></td>
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<tr>
<td>Forum Two</td>
<td>Descriptive Statistics</td>
<td>9:00 am-noon  Computer Lab, COMMARTS BLDG</td>
</tr>
<tr>
<td>January 23</td>
<td></td>
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<tr>
<td>Forum Three</td>
<td>Correlation and Analysis of Variance</td>
<td>9:00 am-noon  Computer Lab, COMMARTS BLDG</td>
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<tr>
<td>February 6</td>
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<tr>
<td>Forum Four</td>
<td>Regression Analysis</td>
<td>9:00 am-noon  Computer Lab, COMMARTS BLDG</td>
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<td>February 20</td>
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<tr>
<td>Forum Five</td>
<td>Nonparametric Statistics</td>
<td>10:35 am-noon  Computer Lab, COMMARTS BLDG</td>
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<td>February 27</td>
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<tr>
<td>Forum Six</td>
<td>MANOVA and Discriminant Analysis</td>
<td>9:00 am-noon  Computer Lab, COMMARTS BLDG</td>
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<tr>
<td>March 13</td>
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<tr>
<td>Forum Seven</td>
<td>Research Projects Consultation</td>
<td>9:00 am-noon  Computer Lab, COMMARTS BLDG</td>
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<td>March 27</td>
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<tr>
<td>Forum Eight</td>
<td>Repeated Measures Analyses</td>
<td>9:00 am-noon  Computer Lab, COMMARTS BLDG</td>
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<td>April 10</td>
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<tr>
<td>Forum Nine</td>
<td>Final Papers Consultation</td>
<td>9:00 am-noon  Computer Lab, COMMARTS BLDG</td>
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<tr>
<td>April 24</td>
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SECTION 4 – PROGRAM GOALS

SCHOOL OF COMMUNICATION AND THE ARTS MISSION STATEMENT
To prepare emerging and established Christian leaders to inspire, enrich and transform the media, the arts, and the academy through excellence and innovation in scholarship and practice.

PROGRAM GOALS FOR THE DEPARTMENT OF STRATEGIC COMMUNICATION & JOURNALISM.

Ph.D. in Communication

1. Christian Worldview: Development of Christian worldview as professionals working in the field of communication study.
2. Academics: Exploration of at least a dozen important theories of human communication and of the three common methodological approaches used to conduct communication research.
3. **Christian Community**: Development of Christian community at Regent University through interactions with other Regent University students, faculty and staff.


5. **Global Competence**: Understanding of international and intercultural communication through interactions with international students, communication scholarship, and travel to other countries for teaching, research and ministry.

**SECTION 5 – UNIVERSITY POLICIES**

Students should become familiar with all university policies as outlined in the Student Handbook including:

- Disability services (Note: Requests for accommodation must first be submitted through Disability Services).
- Regent Honor Code (as an academic and Christian community, Regent University takes seriously the call for integrity and penalizes breaches of academic integrity.)
- Withdrawing from a course or the University
- Discipline policies

A link to the Student Handbook can also be found in Blackboard’s "RU Resources" tab along with links to University Library, Student Services, University Bookstore, academic writing assistance resources, and more.

Blackboard’s “Help” tab provides additional resources including:

- Blackboard tutorials
- IT Help Desk contact information

**STUDENT COURSE EVALUATION**

Students have the opportunity to provide feedback throughout the course through e-mail, telephone, and on-campus appointments. Near the end of the course, students will complete an anonymous online course evaluation form. Since the results contribute to improving course design and presentation, it is important that students be honest and constructive in their evaluations. Students will receive an e-mail reminder from the University when it is time to complete these evaluations. Please take time to provide this input. **Students can access the online evaluation system at:**

http://eval.regent.edu/regent/survey/students.cfm

If you have questions about the online evaluation please contact evaluation@regent.edu.

*This syllabus is subject to change without notice.*

**Last updated: 12/17/2012**

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