

JOMC 279.001

Advertising & PR Research

Critical understanding and application of quantitative and qualitative methods used in the strategic planning and evaluation of advertising and public relations campaigns.

Summer 2014 Syllabus

This course meets 9:45-11:15 a.m. Monday - Friday in Carroll 33.

Instructor

Joe Bob Hester, Ph.D
Associate Professor

Office: 233 Carroll Hall

Office hours are 11:15 a.m. - 12:30 p.m. Monday - Thursday or by appointment at other times. These hours are made available to provide you with time outside of the classroom for discussion of matters related to course work, as well as for academic and/or career advising.

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Materials

Text (online | no purchase required):
Trochim, William M. The Research Methods Knowledge Base, 2nd Edition.
Links to specific readings in this text are in the schedule at the bottom of this page.

We will use spreadsheets extensively in this course. You will need to bring your laptop computer to each class meeting.

You will need a handheld calculator for exams. You may use the calculator function on your cell phone.

Objectives

The primary goals of this course are for you to learn 1) to conduct research and evaluate information by methods appropriate to the advertising & public relations professions in which you will work, and 2) to apply basic numerical and statistical concepts to a wide variety of data.

Specifically, you will learn to:

Understand the strengths and weaknesses of various approaches to research.

Understand the ethical challenges of conducting research.

Evaluate discipline-relevant research proposals and research studies.

Articulate a research problem and generate appropriate research questions and/or hypotheses.

Explain why particular research methods would answer the question(s) posed.

Write a research proposal.

Conduct a research project.

Use a spreadsheet program.

Analyze data from a research project.

Present the results from a research project.

Requirements & Grading

Course grades are assigned using the University of North Carolina Grading System.

Grading criteria vary by assignment. Assignments contribute to your final grade as follows:

5% – CITI Human Research Ethics Training: (Group 2 Social and Behavioral Research: Studies on sociological, psychological, anthropological or educational phenomena that typically involve direct contact with subjects. Does not include drug or device studies.). Training will take 3.5-4.5 hours (you don't have to do it all in a single session) and is worth 5% of your final grade. – Printed Completion Report is due at the beginning of class on Monday, June 2, 2014. Note: if you have already completed this training prior to this course, you should complete the Group 2 Social and Behavioral Research Refresher Course instead.

15% – Participation Exercises, Homework Assignments, Quizzes, etc. – There is no “make-up” for any of these components. I will drop the lowest grade.

30% – Research Projects (3 individual research projects – 10% each.)

25% – Exam 1

25% – Exam 2 (Final Exam Period – Monday, June 16, 9:00-11:00 a.m.)

Final grades are assigned using averages of points for all assignments.

There are no extra credit projects available in this course.

Attendance & Participation

Regular class attendance is a student obligation, and a student is responsible for all the work, including tests and written work, of all class meetings. This course operates under the University of North Carolina Class Attendance Policy.

Students are expected to actively participate in class discussions by sharing observations, insights and questions with the instructor and members of the class. Discussion will allow each student to benefit from all the other students' insights and to work toward a final interpretation or understanding that may differ from the one he or she reached individually. This requires that assigned readings and/or homework exercises be completed prior to arrival to class.

Students are responsible for regular and punctual class attendance and should be in their seats before the start of class. Students arriving more than 10 minutes late for class will be counted absent.

Academic Integrity & Counseling

This course operates under the Honor System of the University of North Carolina at Chapel Hill. Plagiarism and other forms of academic dishonesty will not be tolerated in this course, and disciplinary actions will be enforced in any instance of academic dishonesty including, but not limited to, cheating, plagiarism, collusion or the abuse of materials. If you have a question about academic dishonesty, it is better to ask than to risk the consequences.

Unless otherwise directed, students should complete all graded academic work in this course on their own, without collaboration, and include a signed honor pledge when it is turned in to the instructor.

It is also the responsibility of the student to make the instructor aware of any problem that may affect the student's successful completion of the course. Any student who, because of a disabling condition, may require some special arrangements in order to meet course requirements should contact the instructor as soon as possible so that the necessary accommodations may be made.

Important Dates

Wednesday, May 21 – Research Project 1 due

Friday, May 23 – Exam 1

Monday, May 26 – Memorial Day Holiday

Monday, June 2 – CITI Ethics Training Completion Report due

Friday, June 6 – Research Project 2 due

Thursday, June 12 – Research Project 3 due

Monday, June 16, 9:00-11:00 a.m. - Exam 2

Tentative Schedule

Class Meeting 1 - Tuesday, May 13

Introduction to the course

"What does research mean to you?"

Class Meeting 2 - Wednesday, May 14

Navigating

Yin-Yang Map

The Road Map

Foundations

Language Of Research

Five Big Words

Types of Questions

Time in Research

Types of Relationships

Variables

Hypotheses

Types of Data

Unit of Analysis

Two Research Fallacies

Please complete the readings listed at the left prior to class.

Class Meeting 3 - Thursday, May 15

Philosophy of Research

Please complete the readings listed at the left prior to class.

Structure of Research
 Deduction & Induction
 Positivism & Post-Positivism
 Introduction to Validity
 Ethics in Research

Also, please read the tips for Using MRI – Mediamark Reporter (from Pace University), including How to Read an Internet Reporter Report.

You should go ahead and set up a free account (using your unc.edu email account) and explore Mediamark Reporter. There will be a homework assignment that will require you to use this source.

Note: This source does not work with the Safari browser.

Class Meeting 4 - Friday, May 16

You will probably want to re-read the tips for Using MRI – Mediamark Reporter (from Pace University), including How to Read an Internet Reporter Report.

MRI Homework due

Class Meeting 5 - Monday, May 19

External Validity
 Sampling Terminology
 Statistical Terms in Sampling
 Probability Sampling
 Nonprobability Sampling

Please complete the readings listed at the left prior to class.

Class Meeting 6 - Tuesday, May 20

In-class sampling Exercise 1

Class Meeting 7 - Wednesday, May 21

In-class sampling Exercise 2

Research Project 1 due

Class Meeting 8 - Thursday, May 22

Sampling Exercise 3 due

Exam Review

Class Meeting 9 - Friday, May 23

Exam 1

Monday, May 26

Memorial Day Holiday

Class Meeting 10 - Tuesday, May 27

- Survey Research
 - Types of Surveys
 - Selecting the Survey Method
 - Constructing the Survey
 - Types Of Questions
 - Question Content
 - Response Format
 - Question Wording
 - Question Placement

Please complete the readings listed at the left prior to class.

Class Meeting 11 - Wednesday, May 28

Qualitative Research

Guest Lecturer: Amanda Hall Gallagher, Ph.D.

Class Meeting 12 - Thursday, May 29

Qualitative Research

Guest Lecturer: Amanda Hall Gallagher, Ph.D.

Class Meeting 13 - Friday, May 30

Qualitative Research

Guest Lecturer: Amanda Hall Gallagher, Ph.D.

Class Meeting 14 - Monday, June 2

- Measurement
 - Construct Validity
 - Measurement Validity Types
 - Idea of Construct Validity
 - Convergent & Discriminant Validity
 - Threats to Construct Validity

Please complete the readings listed at the left prior to class.
CITI Ethics Training Completion Report due

Class Meeting 15 - Tuesday, June 3

- Reliability
 - True Score Theory
 - Measurement Error
 - Theory of Reliability
 - Types of Reliability
 - Reliability & Validity

Please complete the readings listed at the left prior to class.

Class Meeting 16 - Wednesday, June 4

Scaling

Please complete the readings listed at the left prior to class.

- General Issues in Scaling
- Thurstone Scaling
- Likert Scaling
- Guttman Scaling

Class Meeting 17 - Thursday, June 5

Measurement Wrap-Up

Read Levels of Measurement prior to class.

Class Meeting 18 - Friday, June 6

There is no reading assignment for today.

Research Project 2 due

Class Meeting 19 - Monday, June 9

Design

Please complete the readings listed at the left prior to class.

- Internal Validity
 - Establishing Cause & Effect
 - Single Group Threats
 - Regression to the Mean
 - Multiple Group Threats
 - Social Interaction Threats
- Introduction to Design
- Types of Designs
- Experimental Design
 - Two-Group Experimental Designs
 - Probabilistic Equivalence
 - Random Selection & Assignment
 - Classifying Experimental Designs
 - Factorial Designs

Class Meeting 20 - Tuesday, June 10

More on Research Design

Read Corporate Reputation research article: Art For the Sake Of the Corporation

Class Meeting 21 - Wednesday, June 11

Analysis

Please complete the readings listed at the left prior to class.

- Conclusion Validity
 - Threats to Conclusion Validity
 - Improving Conclusion Validity
 - Statistical Power
- Data Preparation
- Descriptive Statistics
 - Correlation
- Inferential Statistics
 - The T-Test

Class Meeting 22 - Thursday, June 12

There is no reading assignment for today.

Research Project 3 due

Class Meeting 23 - Friday, June 13

Course Wrap-Up

Exam 2 Review

Monday, June 16

9:00-11:00 a.m. - Exam 2

This site's code:

The code is a modification of Keyners freebie template. It's a responsive page coded in HTML5, CSS3 with a jQuery plugin and based on Skeleton grid.

Social



Get in touch

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