Who’s Running This?
Professor: Bailey Thompson, Ph.D.
Email: thompsonba@sfasu.edu
Office: Boynton 201
Office Hours: T-Th: 10:00am-12:00pm via Zoom (see D2L and page 4 of syllabus for details)

Where Do We Meet?
Class Location: Online
Class Times: Online

What Books Do We Need?
Understanding Research Methods: An Overview of the Essentials
Mildred L. Patten & Michelle Newhart
10th Edition (yes- this matters)

What’s This Class About?
MCM 510 Media Research Methods: Explores methods used in mass communication research, including quantitative and qualitative research methods.

What are some of SFA policies?

Withdrawal Policy
The last day to drop the course without a “WP or WF” varies by semester. Please consult the SFA Academic Calendar should you anticipate needing to drop the course.

Students with Disabilities
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations.

Grade Withheld Policy (Semester Grades A-54)
Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

Professor’s Academic Freedom Policy
Graduate school often covers topics like involve sex, drugs, violence, corruption, and any number of things that we as a society frown upon. Some of the material dealt with in this class may be perceived as controversial or offensive to some students. Graduate school is all about
learning new things and being exposed to different topics and viewpoints. I urge you all to both listen and speak your mind during class.

**Academic Dishonesty**

Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. Using other’s speeches or preexisting PowerPoint presentations is considered academic dishonesty and will be treated accordingly.

Basically- don’t cheat, I’ll catch you, and then I’ll have to report you- and that’s not fun for anyone. At the graduate level, academic dishonesty is taken even more seriously than at the undergraduate level, please do not throw away your degree by plagiarizing or cheating. **I have very little patience for plagiarism at the graduate level**- you are expected to cite your sources (in APA style) and synthesize information appropriately.

**What are Dr. Thompson’s Policies?**

**24/7 Rule**

Your grades are just that- your grades. Not mine. If you have questions about a grade you earned on an assignment, I urge you to contact me about it (via email) to set up an appointment to come in and talk about it. I want you to know what you did wrong, and what you did right. However, please observe the 24/7 policy- take 24 hours after receiving a grade to cool off, try to understand your mistakes, and then shoot me an email. Make a plan- don’t just come in and say “I don’t like my grade, it should be higher, change it!” Be ready to explain to me what you did, provide justification for your answer, and for why you think the grade is not reflective of what you believe it should be. You will also have 7 days after a grade is posted to contact me to discuss or dispute it. After those 7 days, all grades will stand as is.

**Late Work & Late Tests**

Late work will not be accepted for any reason, this is a graduate level course and you will be treated as such.

**Email Submissions**

Do NOT submit any assignment to me via email. All submissions are to be done through D2L- I will not accept any assignment, test, etc. via email as it does not allow me to grade your assignment at the same time and in the same manner as your classmates.
Extra Credit
Extra credit will not be provided in graduate-level courses.

D2L
All course material and announcements will be posted on D2L. Check it, use it.

Contacting Bailey
Please contact me via SFA email, not D2L email. My email address is thompsonba@sfasu.edu.

How Will We Be Graded?

<table>
<thead>
<tr>
<th>Grade Breakdown</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proposal</td>
<td>24%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>10%</td>
</tr>
<tr>
<td>Quizzes (11 @ 2% each)</td>
<td>22%</td>
</tr>
<tr>
<td>Topic Reviews (11 @ 4% each)</td>
<td>44%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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</tbody>
</table>

Final Grade Rounding Policy
I will round final grades with a .5 or higher. I will not raise final grades with a .4 or lower for any reason.

I will also not round “9” grades. Therefore, if you make an 89 in the class, do not email me asking if I will bump in to a 90. Unless you make an 89.5 or higher, I will not round.

Notes about this Course
This course is a graduate level course. I expect graduate level work and effort. Research methods is a foundational, and often difficult course for many- as most students have typically not been exposed to doing a ton of academic research prior to grad school. It will often require significant time in terms of studying and working through concepts. I will provide additional readings (not required) at different times throughout the semester to show you how these various concepts are actually applied in mass media research; this is to aid you in your proposal for this course. It is up to you to take advantage of these additional resources.

Office Hours: “Zooming In”
Office hours this semester will all be virtually via Zoom from 10:00am-12:00pm Tuesday-Thursday.

In order to protect privacy, I have enabled the waiting room function, which will allow me to let in just one student at a time.
I have set up a reoccurring meeting, thus necessitating only one link that can be used throughout the semester: https://sfasu.zoom.us/j/98795165985?pwd=U1N3b2VTSIErdTQ4MFVLbmxtSeYrQT09

You can also simply use the QR Code below. This code is also posted outside my physical office.
Assignments

In this course there will be 4 types of assignments: quizzes, topic reviews, a final exam and a research methods paper proposal.

Quizzes
You will have 11 section quizzes throughout the course of the semester. Each quiz is worth 2% of your overall final grade. The purpose of the quizzes is to check that you’ve read and understood the assigned content. The quizzes will be multiple choice and/or T/F in nature.

Topic Reviews
Topic reviews appear in your textbook at the end of each topic- they consist of questions to test your comprehension of each topic by asking you to define, explain or provide examples of different concepts. You will complete the topic review questions and submit them via a word document to the appropriate D2L Dropbox folder. You will submit 11 topic reviews during the course of the semester, and each is worth 4% of your final grade.

Final Exam
You will complete a cumulative final exam for this course, worth 10% of your final grade. Your final exam will be a combination of T/F, matching, and multiple choice questions. It will open on Monday, Dec. 7 at noon and close on Wednesday, Dec. 9 at 11:59pm.

Proposal
You will prepare a research methods paper proposal consisting of: 1) a title page 2) an abstract 3) an introduction 4) a literature review 5) a proposed method section- this will consist of several required elements which will be discussed in greater detail later 6) a conclusion 7) an APA style reference page.

You will have the option to choose from several types of methods for your proposal (both qualitative and quantitative) including: 1) survey 2) experiment 3) content analysis 4) interview 5) focus group 6) textual analysis
Weekly Calendar

I reserve the right to make changes to the calendar at any time. Should I make changes, it is my responsibility as the professor to inform the students. Changes will be posted on D2L. The following calendar is an approximation of our schedule this semester. All due date times are CST.

<table>
<thead>
<tr>
<th>Week</th>
<th>Days</th>
<th>Topic</th>
<th>Reading(s)</th>
<th>Quiz &amp; Topic Review Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mon. Aug. 24- Sun. Aug. 30</td>
<td>Course Introduction &amp; Syllabus</td>
<td></td>
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<tr>
<td>2</td>
<td>Mon. Aug. 31- Sun. Sept. 6</td>
<td>Introduction to Research Methods</td>
<td>Part 1 (#1-#11)</td>
<td>Sunday by 11:59pm</td>
</tr>
<tr>
<td>7</td>
<td>Mon. Oct. 5- Sun. Oct. 11</td>
<td>Surveys</td>
<td>*TBD</td>
<td>Sunday by 11:59pm</td>
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<tr>
<td>11</td>
<td>Mon. Nov. 1- Sun. Nov. 8</td>
<td>Analyzing Data: Understanding Statistics</td>
<td>Part 8 (#58-#74) *This is a long reading- plan ahead!</td>
<td>Sunday by 11:59pm</td>
</tr>
<tr>
<td>12</td>
<td>Mon. Nov. 9- Sun. Nov. 15</td>
<td>Preparing Research Reports</td>
<td>Part 10 (#81-#88)</td>
<td>Sunday by 11:59pm</td>
</tr>
<tr>
<td>13</td>
<td>Mon. Nov. 16- Sun. Nov. 22</td>
<td>Proposal Due by Sunday @ 11:59pm</td>
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<tr>
<td>14</td>
<td>Mon. Nov. 23- Sun. Nov. 29</td>
<td>Thanksgiving Break</td>
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<tr>
<td>15</td>
<td>Mon. Nov. 30- Sun. Dec. 6</td>
<td>Study for Final Exam</td>
<td></td>
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