New Course Proposal
CMN 5000, Quantitative Research Methods

1. Catalog description
   a) CMN 5000
   b) Introduction to Graduate Study and Research
   c) 3-0-3
   d) On demand
   e) Intro Grad Study
   f) Graduate students will learn to analyze and critique scholarly research. An introduction to basic quantitative research methods and procedures is included. Students are expected to conduct a research project. This course is required of all Communication Studies graduate students.
   g) Graduate standing
   h) Fall 2006

2. Student Learning Objectives and Evaluation
   a) Student learning objectives
      1. students will learn to articulate the nature of inquiry (exams, papers, prospectus, research project, research evaluations)
      2. students will learn to identify a variety of quantitative research methodologies (exams, papers, research project, presentation, in-class activities, prospectus, research evaluations)
      3. students will learn to apply standards for evaluating quantitative research (exams, papers, prospectus, research project, in-class activities, presentations, research evaluations)
      4. students will learn to assess reliability and validity of quantitative research forms (exams, in-class activities, research evaluations)
      5. students will learn to read critically and produce quantitative research (papers, prospectus, research project, research evaluations)
   b) Sample Assessment:
      Grading system
      |                      | Points |
      |----------------------|--------|
      | Exams                | 400    |
      | Research Evaluations | 500    |
      | Prospectus           | 100    |
      | Research Paper       | 200    |
      | Presentation         | 100    |
      | In-class Activities  | 100    |
      | TOTAL                | 1400   |

      1400 - 1260 = A
      1259 - 1120 = B
      1119 - 980 = C
      979 - 840 = D
      839 - 000 = F
   c) This course is not technology-delivered.
   d) Not applicable
   e) Not applicable
3. Sample Course Outline

**Week One**
Orientation/Overview & Introductions
The process of inquiry
Doing library research

**Week Two**
Research as socially constructed
Research questions/Design
Discuss article reviews

**Week Three**
Measurement in quantitative research
Reliability and validity
American Psychological Association Style in writing

**Week Four**
Using quantitative research resources
Ethics in research, Internal Review Board requirements
The construction of a quantitative research article

**Week Five**
The communication research argument
Evaluation of research arguments
Evaluation of research evidence

**Week Six**
Conducting textual analysis
Content analysis
Interaction analysis

**Week Seven**
Participant observation research
Exam #1

**Week Eight**
Design of descriptive quantitative research
Survey research, Interview research, focus group research

**Week Nine**
Experimental designs
The construction of an experiment in the laboratory and in the field

**Week Ten**
Sampling in quantitative research
Forms of sampling: random sampling, non random sampling, sampling size issues

**Week Eleven**
Descriptive statistics: mean, standard deviation, correlation
Using statistical software
Week Twelve
Inferential statistics t-test, F-test, and ANOVA (Analysis of Variance)

Week Thirteen
Factorial analysis of variance
Regression, Discriminate Analysis
Prospectus Due

Week Fourteen
Nonparametric Statistics
Chi Square, Kendall Rank Order Correlation Coefficient (T), Kolmogorov-Smirnoff two sample test

Week Fifteen
Oral reports Research paper due

b) Not applicable

4. Rationale
a) Purpose and need. The purpose of this course is to introduce graduate students to graduate studies and quantitative research in the discipline of communication. It is needed to provide a foundation for conducting research in the discipline. A different course will introduce graduate students to qualitative research methods.

b) Justification of the level and of course prerequisites. The course is at the 5000 level because it is a graduate level course. Therefore, the prerequisite is graduate standing.

c) Similarity to existing courses.
1) No other courses exist on quantitative research methods in the department.
2) The obvious gap is that the skills taught in the course are essential to conducting research in the discipline and no such course exists.

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d) Impact on program.
1) This not an undergraduate course.
2) This course will be required of all graduate students in the department.

5. Implementation
a) Faculty members to whom the course may be assigned. All graduate faculty are qualified to teach this course.

b) Specification of any additional costs to students. There will be no additional costs to the students.

c) Text:

Required Textbooks:


Recommended Text:


6. **Community College Transfer**  
   A community college course will not be judged equivalent to this course.

7. **Date approved by the department** 3/1/2006

8. **Date approved by the college curriculum committee** 4/5/06

9. **Date approved by CGS:** 4/18/06