

JOUR 863: Data Analysis

Spring 2017

An eight-week online course

Instructors:

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**This course will be co-taught by Yvonne Chen and Elizabeth Jamene Brooks-Kieffer. Specifically, Yvonne Chen will be responsible for the following weeks: 1, 3-8 and Elizabeth Jamene Brooks-Kieffer will teach week 2.*

*** Office hours: We may occasionally have online office hours, but we have found it more effective just to set up appointments. If you'd like to talk by phone, Skype, Blackboard Collaborate or other means, email or call to let us know.*

WHAT THIS COURSE IS ABOUT

This course emphasizes the analysis of qualitative and quantitative data in the context of marketing communication. We introduce various analytic approaches, data management tips, explore their use, and guide students in applying them to data. We also introduce the use of computer software for coding textual data (Atlas.ti) and for analyzing quantitative data (SPSS). Throughout this 8-week session, students engage in a variety of data analysis and write-up activities. Students will also learn about how to conduct basic qualitative research methods to complement what they have learned in the previous courses. The final project will include the analysis of data that students either have collected or shared by the instructor. Online sessions include readings, Podcasts, YouTube videos, discussions, and instructions for computer software.

WHAT WILL YOU ACCOMPLISH? COURSE OBJECTIVES

By the end of the course, students will be able to:

1. describe various styles of interpretation of qualitative data
2. articulate the importance of data management and apply specific data management techniques
3. apply one or more analytic approaches to data they have collected and write papers

4. manage qualitative and quantitative data files effectively to ensure ease of use and participant confidentiality
5. use the basic and intermediate functions of a computer software program for coding of textual data and for analyzing quantitative data
6. incorporate visuals into the write-up of a final project

EXPECTATIONS AND ROLES

For any class to work, instructors and students must have a shared understanding of goals, expectations, and roles.

Here's what you can expect from us:

- To provide resources and common areas of study for all students, and an online structure that promotes learning and builds community.
- To provide feedback on ideas, assignments, and projects.
- To help troubleshoot problems and point students to appropriate resources.
- To help students learn.
- To fine-tune the course based on students' feedback.

Here's what we expect of you:

- To set realistic learning goals for the course and to pursue those goals throughout the course.
- To complete all the required work, to participate thoughtfully in online discussions, and to post comments in a timely manner. In other words, don't miss the deadlines.
- To keep an open mind and to share resources and ideas that help everyone in the class learn about communication and technology in a rapidly changing society.
- To communicate any questions you have for us in a timely manner.

COMMUNICATION

We will do our best to answer your questions promptly, but please don't expect an immediate response. Do understand that your professors have other intensive responsibilities, such as research, teaching other courses, and providing services to the higher education community. Please give us up to 24~36 hours to respond, though we will respond much sooner whenever possible.

**Note: We try our best to unplug during the weekend so if you have any questions about the assignments, please email us during Mondays to Fridays.*

Here are some general guidelines for communicating with us:

- **Email:** If you need to contact us directly, feel free to do so by emailing us (Mondays to Fridays). We will reply within 24~36 hours. See our contact information on the first page of this syllabus.

- **Phone:** Feel free to call us at our office during the day. We rarely check voicemail though when we are away from the office.
- **Slack:** You will notice that we are not using Slack for Data Analysis this semester. Because we have designed individual-based assignments and discussion questions, we feel that Discussion Board on Blackboard would provide a more seamless learning experience. We understand that some of you have set up private Slack channels to maintain a sense of interactions in the learning community — but do know that we are here for you if you have any questions.

ASSIGNMENTS, EVALUATIONS, & GRADING

You will be graded on completion of four types of assignments: discussions, written assignments, and a final project. This is a graduate class, so expectations are high. In most cases, you will be able to resubmit unsatisfactory work for reconsideration. That won't be possible with discussions and with the project you turn in on the last day of class, though.

See Blackboard for a detailed list of readings, assignments and deadlines. Please pay attention to the weekly email message(s) we send and to the Blackboard assignments. We'll stick to the Blackboard schedule as much as possible, but we reserve the right to make changes to fit the needs of the class. We will announce any changes via Blackboard announcement.

Discussions (10 points each week, 80 points total)

As explained earlier, all discussions will take place on Discussion Board on Blackboard. We will provide topics and readings on Blackboard, but feel free to suggest readings for various topics and discussions suited to the topics covered that week. Most of the discussion questions may not require you to cite additional resources but you are certainly welcome to expand your discussions or contributions to others' discussion by including carefully researched materials from academic resources and credible, high-quality trade publications.

In our class, we will not designate roles (discussion leaders, devil's advocates, synthesizer, and reporter) for Discussions Board given that the discussion questions are tailored to individual-based learning projects and research questions. But you are highly encouraged to provide thoughtful, substantive comments on at least a colleague's post, in addition to your own discussion post. More details will be shared on Discussion Board.

Deadline for discussions are generally due at 11:59 PM on Wednesday (for your first post) and 11:59 PM on Saturday (for your responses to at least one colleague's post), except for Week 2. Again, see Discussion Board for more details as occasionally there might be some slight variations in terms of deadlines.

Be respectful of each other's differences: Needless to say, please be respectful of and be kind to each other. Berating others' thoughts or comments will not be tolerated and may result in a lower

grade. Below is the language we borrowed from Professor Doug Ward's Information Insight Syllabus:

As with all live and online discussion, please be considerate of others. Don't berate others' thoughts or comments. We come from many different backgrounds and hold many different views. That diversity enriches discussions and helps us extend our understanding of the world. By all means, challenge other's assumptions, opinions and interpretations, but do so in a collegial manner. Great ideas often evolve from disagreement, but no one is served by put-downs and snarky commentary. We all have different levels of knowledge depending on the topic, so be helpful.

Also keep in mind that written comments can come across in unintended ways. Again, be considerate.

This policy from a site called The Conversation is an excellent guide to interacting online: <https://theconversation.com/us/community-standards>

We want our conversations to be free-flowing, and we don't anticipate any problems. We reserve the right to take down comments that use vulgar language, that are hurtful or show disrespect to others, or that veer wildly off-topic.

Assignments: More details will be shared in our weekly modules

- Week 2: Data management assignments (100 points)
- Week 3: Textual/visual analysis assignment (100 points)
- Week 5: Focus group moderator guide assignment (50 points)
- Weeks 6-8: Statistics assignment (data entry, correlation and T-test) (50 points each, 150 points total)
- Final project (200 points)
- Professionalism (discussion board discussions, communication with professors, etc.) (20 points)

Total: 700 points

Grading scale

A = 90% - 100%

B = 80% - 89.9%

C = 70% - 79.9%

D = 60% - 69.9%

F = 59.9% and below

REQUIRED MATERIALS

We will use a variety of YouTube videos, Podcasts, readings, and online instructions throughout the course. All the PDFs readings will be posted as an attachment on Blackboard. If, for some

reason, you couldn't access the readings, please email the instructors as soon as you can. Don't wait until the last minute.

ACADEMIC POLICIES

Academic Misconduct: We will strictly follow the code of Academic Misconduct detailed in the Code of Student Rights and Responsibilities. University policies covering academic misconduct are spelled out in the current Student Handbook.

Policy on Plagiarism and Fabrication/Falsification: The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence.

Penalties for plagiarism, fabrication or falsification can include a failing grade for this course and expulsion from the School of Journalism and Mass Communications. If you have questions about what constitutes plagiarism, fabrication or falsification, please consult the teachers of this course.

The following definitions are from Article II, Section 6, of the University Senate Rules and Regulations, revised FY98.

Plagiarism: Knowingly presenting the work of another as one's own (i.e., without proper acknowledgement of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.

Fabrication and Falsification: Unauthorized alteration or invention of any information or citation in an academic exercise.

Academic accommodations

The Office of Disability Resources, 22 Strong Hall, 785-864-2620 (v/tty), coordinates accommodations and services for KU students with disabilities. If you have a disability for which you may request accommodation in KU classes and have not contacted the Office of Disability Resources, please do so as soon as possible. Please also contact your instructors privately about your work in this course.