

SYLLABUS AND CONTRACT
CJT 765 -- Advanced Quantitative Research Methods:
Multivariate Statistics in Communication
Spring, 2014 (Section 401): Wednesday from 6-8:30 p.m. @ Grehan 223

<u>Professor:</u>	<u>Office:</u>	<u>Contact Info:</u>	<u>Office Hours (send email*):</u>
Dr. Matthew Savage	Grehan 246	matthewsavage@uky.edu	Wed 4-6 p.m.

COURSE DESCRIPTION AND OBJECTIVES:

This course addresses statistical analyses of multivariate data. You will learn various multivariate statistical tests and the instances in which they are appropriately employed. You will learn to use SPSS in class by conducting analyses on a dataset that I will provide to you. You will learn to interpret the results of such tests. Further, you will examine and critique published research where these methods are employed.

REQUIRED TEXTS AND MATERIALS

Tabachnick, B. G., & Fidell, L. S. (2007). *Using multivariate statistics* (5th edition). Boston: Pearson/Allyn & Bacon.

Keppel, G., & Wickens, T. D. (2004). *Design and analysis: A researcher's handbook* (4th edition). Upper Saddle River, NJ: Prentice Hall.

SPSS software and a laptop computer are required on particular days noted in the schedule. Go to www.download.uky.edu and follow instructions to gain free access to SPSS.

Other course materials will be provided using UK Blackboard and Email.

CLASS POLICIES

Academic Integrity: The mission of a university can only be accomplished in an environment where academic integrity is valued. The College of Communication and Information is a strong proponent of academic integrity. Thus, all of your work will be original. Cheating on exams or assignments will not be tolerated. Similarly, plagiarizing other people's ideas, thoughts, or works will not be tolerated. If you choose to violate university standards for academic integrity, you will be subject to a sanction at the instructor's discretion within institutional policy. The penalties for academic dishonesty are severe, and I will do all I can to see that violators are punished. If anyone is determined to have cheated, plagiarized, or misrepresented work in this class, the best he or she can hope for is failure in the course. Papers submitted for credit in other classes may NOT be submitted for credit in this course. Questions of academic integrity may be directed to the instructor and/or the Director of Graduate Studies (Dr. Tim Sellnow).

Plagiarism is defined as using another's words, ideas, materials or work without properly acknowledging and documenting the source. Students are responsible for knowing the rules governing the use of another's work or materials and for acknowledging and documenting the source appropriately. Not knowing one plagiarized is not an acceptable excuse for plagiarism. You are expected to have full knowledge of the institutional Integrity Policy (see http://www.uky.edu/Ombud/ForStudents_AcademicIntegrity.php). Please also see Part II of *Student Rights and Responsibilities*, which is available online to learn more about academic integrity at the University of Kentucky (<http://www.uky.edu/StudentAffairs/Code/part2.html>)

Appointments and Office Hours: Although I plan to be in my office during posted office hours, I occasionally step out to speak with colleagues, hold group conversations in larger spaces, or to work in nearby computing locations. Therefore, it is important that you always email me when requesting an appointment or inform me that you will be coming to office hours. This is particularly helpful during busy times in the semester when many students plan to visit office hours and is a policy meant to benefit students and myself by making the most efficient use of our time. Furthermore, appointments and meetings are a privilege that should not be abused, please come prepared with materials and questions to ask prior to meeting with me.

Assignments, Blackboard Safe Assignment, and Late Work: All assignments other than in-class exercises should be typed in Times New Roman, size 12 font, double-spaced, following APA 6th edition format. If an assignment is not turned in to me following the submission instructions given for that assignment (usually this is as a hard copy at the end of class on the day it is due), then the assignment is late and NO LATE WORK IS ACCEPTED. Do not slide an assignment under my office door, place it on my desk, turn it in to the main office, or email it to me (unless given permission). Late work will automatically receive a zero, and in-class worksheets, handouts, pop-quizzes, or any offer of extra credit cannot be made up. Assignments are still considered late because technology has failed in some way (e.g., your computer crashed, your disk was erased, a printer is out of ink, your car wouldn't start, etc.). And, always keep in mind that you will never be penalized for turning an assignment in early!

Attendance: The success of this course and your learning relies on an active engagement in class discussions and activities. Your success relies on your active participation in both class meetings and a considerable amount of additional work outside of class sessions. To that end, attendance will be reflected in your overall grade and will be taken at every class session. You are expected to be in class and to participate fully every day; because of this, attendance is required and failure to attend class regularly will be detrimental to your course grade. You are allowed one unexcused "freebie" absence over the course of the semester. You may use this absence for whatever you choose (travel plans, job interviews, a personal day), but I recommend not using it on a day when a class assignment is scheduled, as you will not be allowed to make up that class work. Further, please be courteous by letting me know ahead of time if you will be late. For unexcused absences beyond your one free day, 5% (half a letter grade) will be deducted from your final course grade. Also, students are expected to withdraw from the class if more than 20% of the classes scheduled for the semester are missed (excused or unexcused) per university policy; you cannot pass the class if you miss more than 20%.

Class work can only be made up when you have an officially excused absence. Official absences are for (a) university sanctioned activities where prior notice in writing has been provided, (b) illness verified in writing by a doctor (UK Clinic date-stamped slips do not count), or (c) an emergency with documentation provided through your advisor or other appropriate authority. For any emergency that arises, please e-mail me as soon as possible to alert me to any unfortunate circumstance. If you are absent on a day when class work is scheduled/due, you will not be allowed to make up that work unless you have an officially excused absence. For excused absences that you know about ahead of time (university sanctioned activities), you must provide documentation and make up the class work before the class date you will be missing. For excused absences that you do not know about ahead of time (sickness, etc.), you must provide documentation and make up missed class work no more than 3 working days after the excused absence. If you fail to do this, the absence will remain unexcused and you will no longer be allowed to make up the work. There is no late work accepted in this class.

Classroom Civility: We want to build a classroom climate that is comfortable for all. It is especially important that we (1) display respect for all members of the classroom – including the instructor and students, (2) pay attention to and participate in all class sessions and activities; (3) avoid unnecessary disruption during class time (e.g., repeatedly arriving late, having private conversations, reading the newspaper, doing work for other classes, receiving/sending cell phone calls or text messages, etc.); and (4) avoid racist, sexist, homophobic or other negative language that may unnecessarily exclude members of our campus and classroom. This is not an exhaustive list of behaviors; rather, they represent the minimal standards that help make the classroom a productive place for all concerned. While I will manage minor classroom civility issues myself, moderate to severe problems will be investigated and managed at the department, college, or university level if necessary.

Drafts: Drafts will be accepted via email up to 72 hours before written assignments are due. You **MUST** review your own drafts for spelling and grammatical errors before I evaluate them. All work submitted should show critical thinking, thoughtful writing, and careful editing.

E-mails: Students are responsible for checking their UK email account frequently and consistently (at least once per day) to remain current with University and class related communications. They are expected to monitor and manage their email storage quota to insure that their mailboxes are not saturated and are able to receive new messages. Additionally, remember that electronic communication should be treated with the same care and respect that you would a face-to-face interaction. Compose e-mail carefully, using a pertinent subject line (including your section number), an appropriate greeting and a concise message devoid of spelling or grammatical errors. I will attempt to return all e-mail promptly within 72 hours.

Grade Appeals: To discuss or appeal a grade on an assignment, activity, or exam, you must email me a written explanation of your argument as to why you feel the grade is in error. This must be done within 72 hours of receiving the grade. Grades may go up or down due to an appeal decision.

Occasionally, students are unsatisfied with some dimension of the course. In such cases, students should schedule a meeting, first, with the instructor. If the student and instructor cannot reach a satisfactory resolution, a meeting with the Director of Graduate Studies will be scheduled.

Laptop Computers and Other Electronic Devices: Laptop computers are welcome in class, however, please refrain from preparing work for another class or activity, listening to music, checking inappropriate websites (e.g., Facebook), or the like. Further, I have no desire to see or hear your cell phones. Please leave them in your bag and do not send text messages in class. Deductions of 10 points will be made per violation of this policy.

Participation: Participation is central to your success in this course. While I expect everyone to contribute to class discussions, I also have a broad definition of what counts as “participation.” Participation should contribute to everyone’s increased understanding of the course materials. Therefore, contributions should be timed and worded thoughtfully, respectfully and in a manner that engages others, not monopolizes, demeans, or silences others. You are expected to thoroughly read all assigned readings before the class session in which they are assigned and come prepared to class each day ready to actively and critically engage the course material.

Right to Privacy: Right to Privacy (FERPA): The Family Educational Rights and Privacy Act ensures that your student records (for any students over 18 years of age) are kept confidential. I will not release your grades to anyone other than you or school officials who are given permission to view your progress. Anyone other than you (or an approved school official) may

not request any information (beyond simple directory information) about you, your progress, or your status as a student in my class – this includes parents, partners, and other students. For more information, see: <http://www.uky.edu/registrar/obligation-privacy>

Students with Disabilities: Students with disabilities are encouraged to contact the Disability Resource Center (DRC), which is the central location for establishing eligibility and obtaining services & accommodations for qualified students with disabilities. For more information, check out: <http://www.uky.edu/DistanceLearning/current/resources/drc.html>

OPPORTUNITIES TO EARN CREDIT (See Assignment Sheets for Details)

Exams: (200 points total). There will be two exams throughout the session that will contain a combination of multiple choice, true/false, and open-ended questions based on SPSS output. The exams evaluate your understanding and mastery of the course concepts. All course material is fair game for the exams including information from lecture, readings, and discussion. To that end, you should keep up-to-date on the readings and take notes during class. Exams are not cumulative. Each exam is worth 100 points.

Data Analysis Assignments: (250 points total). Five data analysis assignments will be due throughout the course of the semester. I will provide you with a dataset that will be yours throughout the semester to analyze for all assignments. In each assignment, you will be given a list of variables and hypotheses. Your job is to select and perform the appropriate statistical procedure, interpret the output, and write up the results in a 3-5 page paper. Attach the output of any statistical tests you perform to your paper. Each assignment is worth 50 points.

Research Critiques: (150 points total). Five written critiques of published research will be due throughout the course of the semester. You are responsible for finding a journal article that employs each statistical procedure covered in the course. You should prepare a 2-3 page review of the study in which you focus on the authors' use of the procedure and their interpretation of the results. Attach the article (printed 2 pages per sheet or double sided) to your paper. Each critique is worth 30 points.

GRADING OVERVIEW

Total points earned for the semester will dictate your final grade based on the following scale:

A = 540-600, B = 480-539, C = 420-479, D = 360-419, E = 0-359

TENTATIVE CLASS SCHEDULE – CHANGES TO BE ANNOUNCED IN CLASS

<u>Wk.</u>	<u>Day</u>	<u>Unit: Topic</u>	<u>Reading & Assignment Due</u>
1.	1/15	Course introduction	
2.	1/22	Multivariate techniques and assumptions	T: Chapters 1 and 2 K: Chapters 7 and 8
3.	1/29	k-way ANOVA	T: Pages 37-53 K: Chapters 10, 11, and 12
4.	2/5	ANCOVA/MANOVA (bring computer)	ANOVA Critique Due K: Chapter 13
5.	2/12	MANOVA (bring computer)	ANOVA Assignment Due T: Chapter 7 K: Chapter 21
6.	2/19	Repeated measures MANOVA/MANCOVA (bring computer)	MANOVA Critique Due T: Chapters 6 and 8 K: Chapters 16 and 17
7.	2/26	Catch-up	MANOVA Assignment Due
8.	3/5	Exam 1	
9.	3/12	Multiple regression	T: Chapter 5
10.	3/19	Spring Break	
11.	3/26	Multiple regression (bring computer)	Regression Critique Due
12.	4/2	Factor Analysis	Regression Assignment Due T: Chapter 13
13.	4/9	Factor Analysis (bring computer)	Factor Analysis Critique Due
14.	4/16	SEM (CFA, Path Analysis, Modeling)	Factor Analysis Assignment Due T: Chapter 14
15.	4/30	SEM (bring computer)	SEM Critique Due
16.	5/7	Final Exam	SEM Assignment Due