

**University of Calgary
Department of Communication and Culture**

**Communication and Culture CMCL 313 L04
Interdisciplinary Research Methodologies**

Fall 2014

**September 8 to December 5, 2014
(Excluding October 13 and November 8-11)**

W/F: 14:00-15:15

Instructor: Dr. Linda Vennard
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Web Page: D2L available through MyUofC portal
Office Hours: Monday 12:00-2:00, or by appointment

Course Description

This course is a critical introduction to interdisciplinary research methodologies. Students will explore, practice, and critique various quantitative and qualitative research methodologies (including surveys, content analysis, case studies, interviews and focus groups), and critique various perspectives on the processes of knowledge production. We will also examine ethical considerations in research, and how research is situated within the broader social context.

The course introduces students to the basic elements of designing and conducting social research. Topics covered in this course include: designing a research project, conducting a literature review, assessing the ethical aspects of social research, and qualitative and quantitative research methods. The course takes a hands-on approach, and students will conduct research of their own by participating in a small group research project throughout the length of the course.

Additional Information

This course takes a hands-on approach to learning, and regular attendance is expected.

Objectives of the Course

The primary objectives of this course are to help students develop skills in conducting research, and to become critical and informed consumers of research. By the end of the course, students will be able to:

- Evaluate social research methods;
- Design, conduct and carry out a social research project, including primary data collection and data analysis;
- Critically evaluate their own and others' research.

Textbooks and Readings

David, M. & C. D. Sutton (2011). *Social Research: An Introduction (2nd Edition)*. Sage London.

Additional online readings will be posted through D2L.

Internet and electronic communication device information

Students are encouraged to bring their laptops, the use of which will be during designated times in class and only for purposes of the class, and otherwise not permitted. No texting or cell phone use permitted in class.

Assignments and Evaluation

- Group Project Part 1: Research Proposal and Annotated Bibliography: September 24, 2014 (5%)
- Test #1: September 26, 2014 (15%)
- Group Project Part 2: Literature Review: October 24, 2014 (10%)
- Test #2: October 29, 2014 (25%)
- Group Project Part 3: Research Design & Methodology: November 5, 2014 (10%)
- Group Project Part 4: Research Report: December 3, 2014 (20%)
- Group Project Part 5: Presentation: December 3/5, 2014 (5%)
- Participation: Ongoing (10%)

About the Tests:

- **Test #1** (15%) on September 26, 2014 will contain multiple choice and/or short answer or short essay questions. It will cover the material in Chapters 1-5 of the required text, lecture material and all other material covered to that point in the course.
- **Test #2** (25%) on October 29, 2014 is noncumulative and will contain multiple choice and/or short answer or short essay questions. It will cover the material in Chapters 6-27 of the required text, lecture material and all other material covered to that point in the course (after Test #1).

About the Group Project:

Students will work in groups of four (4) to complete a group project over the length of the course. The project comprises 50% of the mark in the course, and has five components:

- Part 1: Research Proposal and Annotated Bibliography (5%, due September 24, 2014)

- Each group will prepare a 2-3 (double-spaced) page Research Proposal for their research project, and an Annotated Bibliography (5-6 academic sources).
- Part 2: Literature Review (10%, due September 26, 2014);
 - Each group will prepare a 4-7 (double-spaced) page Literature Review, properly referenced.
- Part 3: Research Design & Methodology (10%, due November 5, 2014));
 - Each group will prepare a 4-7 (double-spaced) page paper outlining the research design and methodology for their research project, and documentation related to the ethics approval process.
- Part 4: Research Report (20%, due December 3, 2014))
 - Each group will prepare an 8-12 (double spaced) page paper reporting on their research project, including data analysis, interpretation and conclusions.
- Part 5: Presentation (5%, December 3/5, 2014)
 - During the last week of classes each group will present their project to the class in a presentation of approximately 10 minutes

Further details of each component will be provided the first day of class.

About Participation (10%): ongoing

Participation (10%) through regular attendance and participation in class discussion and activities is an essential component of the course. Students are expected to attend classes and participate; “participation” is not only attendance per se but contributing to each other’s learning and participating in the creation of a positive atmosphere and learning environment.

Registrar-scheduled Final Examination: NO

You do not need to complete all assignments and exams in order to receive a passing grade in the course.

Submission of Assignments: Please hand in your essays directly to your instructor if possible. If it is not possible to do so, a daytime drop box is available in SS320; a date stamp is provided for your use. A night drop box is also available for after-hours submission. Assignments will be removed the following morning, stamped with the previous day's date, and placed in the instructor's mailbox.

Please include your name and ID number on all assignments, and be prepared to provide picture ID to pick up assignments or look at final exams in SS 320 after classes have ended. Personal information is collected in accordance with the *Freedom of Information and Protection of Privacy (FOIP) Act*. For more information, see <http://www.ucalgary.ca/secretariat/privacy>

Note: It is the student's responsibility to keep a copy of each submitted assignment. For courses in which assignments are submitted electronically, it is the student’s responsibility to ensure that the correct copy of the assignment is submitted. (Including

the version date or version number in your file name may help you avoid submitting the wrong version of your written assignments.)

Policy for Late Assignments

Assignments submitted after the deadline may be penalized with the loss of a grade (e.g.: A- to B+) for each day late.

Students with Disabilities

If you are a student with a disability who may require academic accommodation, it is your responsibility to register with the Student Accessibility Services (220-8237, <http://www.ucalgary.ca/access/>) and discuss your needs with your instructor no later than 14 days after the start of the course.

Writing Skills Statement

Department policy directs that all written assignments (including, to a lesser extent, written exam responses) will be assessed at least partly on writing skills. For details see <http://comcul.ucalgary.ca/needtoknow>. Writing skills include not only surface correctness (grammar, punctuation, sentence structure, etc) but also general clarity and organization. Sources used in research papers must be properly documented. If you need help with your writing, you may use the Writing Centre. Visit the website for more details: <http://www.ucalgary.ca/ssc/writing-support>

Grading System & Dept of Communication and Culture Grade Scale

Work in this course will be graded using the following grading system used in the Department of Communication and Culture.

Grade	Department grade scale equivalents	Letter grade % equivalent for calculations
A+	96 - 100%	98.0%
A	90 - 95.99%	93.0%
A -	85 - 89.99%	87.5%
B+	80 - 84.99%	82.5%
B	75 - 79.99%	77.5%
B-	70 - 74.99%	72.5%
C+	65 - 69.99%	67.5%
C	60 - 64.99%	62.5%
C-	55 - 59.99%	57.5%
D+	53 - 54.99%	54.0%
D	50 - 52.99%	51.5%
F	00 - 49.99%	0%

Where a grade on a particular assignment is expressed as a letter grade, it will normally be converted to a number using the midpoint of the scale. That is, A- would be converted to 87.5% for calculation purposes. F will be converted to zero.

Plagiarism

Using any source whatsoever without clearly documenting it is a serious academic offense. Consequences include failure on the assignment, failure in the course and possibly suspension or expulsion from the university.

You must document not only direct quotations but also paraphrases and ideas where they appear in your text. A reference list at the end is insufficient by itself. In-text citations must be provided, and readers must be able to tell exactly where your words and ideas end and other people's words and ideas begin. Wording taken directly from a source must be enclosed within quotation marks (or, for long quotations, presented in the format prescribed by the documentation style you are using). Paraphrased information must not follow the original wording and sentence structure with only slight word substitutions here and there. These requirements apply to all assignments and sources, including those in non-traditional formats such as Web pages or visual media.

For information on citation and documentation styles (including APA, Chicago, IEEE, MLA, and others), visit the links provided at <http://www.ucalgary.ca/ssc/node/208> . If you have questions about how to document sources, please consult your instructor or the Writing Centre (3rd Floor TFDL, <http://www.ucalgary.ca/ssc/writing-support>).

Academic Misconduct

For information on academic misconduct and its consequences, please see the University of Calgary Calendar at <http://www.ucalgary.ca/pubs/calendar/current/k.html>

Research Ethics

Whenever you perform research with human participants (i.e. surveys, interviews, observation) as part of your university studies, you are responsible for following university research ethics guidelines. Your instructor must review and approve of your research plans and supervise your research. For more information about your research ethics responsibilities, see <http://arts.ucalgary.ca/research/research/research-ethics>

This course requires students to conduct and/or participate in primary research involving surveys, interviews, or observations, all of which will be approved by and under the supervision of the Instructor and in accordance with course-based ethics approval for the course. While students are required to conduct and participate in primary research as part of the course, they are not required to be involved in research activities associated with any topic objectionable to them.

Important information, services, and contacts for students

For information about . . .	Visit or contact . . .
ARTS PROGRAM ADVISING (PIC)	SS 102 403-220-3580 picarts@ucalgary.ca
CAMPUS SECURITY <ul style="list-style-type: none"> • Calgary Police Service • Emergency Text Messaging • Emergency Evacuation & Assembly • Safewalk Program 	http://www.ucalgary.ca/security/ 403-220-5333 403-266-1234 Emergency: call 911 http://www.ucalgary.ca/emergencyplan/textmessage http://www.ucalgary.ca/emergencyplan/assemblypoints If you feel uncomfortable walking alone at any time, call Campus Security for an escort (220-5333). For more information, see http://www.ucalgary.ca/security/
DESIRE2LEARN (D2L) Support <ul style="list-style-type: none"> • IT help line 	http://elearn.ucalgary.ca/desire2learn/home/students 403-220-5555 or itsupport@ucalgary.ca
STUDENT SUCCESS CENTRE <ul style="list-style-type: none"> • Writing Support Services • Student Services Mobile App 	http://ucalgary.ca/ssc http://www.ucalgary.ca/ssc/writing-support http://ucalgary.ca/currentstudents
STUDENTS' UNION CONTACTS <ul style="list-style-type: none"> • Faculty of Arts Reps • Student Ombudsman 	http://www.su.ucalgary.ca/governance/elections/home.html http://www.ucalgary.ca/provost/students/ombuds
SU WELLNESS CENTRE <ul style="list-style-type: none"> • Counselling Services • Health Services • Distress centre 24/7 CRISIS LINE • Online resources and tips 	403-210-9355 (MSC 370), M-F, 9:00–4:30 pm http://ucalgary.ca/wellnesscentre/counselling http://ucalgary.ca/wellnesscentre/health 403-266-HELP (4357) http://ucalgary.ca/wellnesscentre/healthycampus If you're concerned about a friend or your own well-being, it is important to seek help early. Call or visit the SU Wellness Centre or the 24-hour crisis line.

Schedule of Lectures and Readings

Posted on D2L