Course description
The objective of the class is for students to become acquaintance with basic theoretical and practical statistical concepts in communication research. After the completion of the class, students should be able to plan and construct most commonly needed quantitative analyses in our field. The content of the class will generically cover fundamental mathematical processes for all statistical tests. However, more emphasis will be placed on the general understanding of all necessary concepts to execute quantitative empirical tests with SPSS. From data generation to data manipulation. Students will be proficient interpreting SPSS outputs, creating tables ready to be published in academic journals, and discussing as well as interpreting most common quantitative findings in our field. In sum, the overall goal of the class is to provide students with the necessary conceptual and practical skills to feel comfortable analyzing secondary data. Topic examples include:

- Introduction to SPSS
- SPSS data file creation/handling
- Data Modification and File Management
- Frequency, distribution and graphics
- Central tendency and split files
- Variance, standard deviation and standard scores
- Correlation
- Internal reliability
- Factor Analysis
- Mean examination and population inference
- Hypotheses testing
- T-Test
- Nonparametric test
- ANOVA
- Association versus causality
- Partial correlation
- Linear regression
- Logistic regression
Reading List


Attendance is mandatory for classes and sessions, and may affect the final grade (see grading section below). You can miss three classes “no questions asked”, after that your grade for attendance and participation will decrease. Because we cover so much ground in this class, it is no coincidence that the best grades historically have been achieved by the students with the higher attendance rate as well. Students (and teachers, too) often learn best from one another, so an open environment is encouraged. Ask questions and help each other. It is important that you show up on time, as announcements tend to be made early, and you could miss valuable information. If you miss information please check with a classmate before contacting the professor. You are required to have the email of the person sitting right next to you now!

**Supplies and Equipment:** Cell phones must be off during class (except when we use them for lectures and class related apps use). You will need a laptop with SPSS in class as you may need to access the Internet during lectures for assignments/discussions. You will also need a flash drive.

**Equipment Checkout** - We will have equipment available from IMC on the 5th floor of the BMC building for you to use throughout the semester as you work on your projects.

**Course requirements**

1. Final Exam 15%  
2. Final Presentation 15%  
3. Quizzes (I, II, II, IV) 40%  
4. In-class exercises 15%  
5. Attendance exercises & Participation 15%

**Final Exam:**
There will be a final exam. It will be a take home exam. The exam accounts for 15% of your total grade.

**Final Presentation:**
You will have to present your final work in relation to a research question of your interest. Anything you would like to examine. You will only present the statistical analyses. Therefore, with the goal of the class in mind, the theoretical approach although important, won't be so necessary. We will focus more on your research question, the sample, the analyses and the conclusion. This presentation is worth 15% of your final grade.

**Quizzes:**
There will be four quizzes throughout the semester. Each quiz will be performed at class and they will also be distributed over the course of the semester. They will be brief and based on the concepts we have covered till that point. The quizzes as not cumulative in content. Each quiz accounts for 10% of your total grad (40%).
In-class Exercises:
There will be numerous in-class exercises. I won't grade them very strictly but rather based on credit/no credit. Unless most of it is wrong! The goal is for you to test and get familiar with the content of the class. These exercises will add another 15% of your total grade.

Attendance and Participation:
The final 15% of your class grade will be based on contributions to class discussion and attendance. You may have up to three absences throughout the semester. **There is no need to justify those absences. However, a fourth absence implies a grade of 70 in class participation and attendance.** The more classes a person miss the lower the grade (20 points each additional absence).
A cooperative environment among students is very helpful for your learning process. Ask each other questions, as well as to me. The more you help one another the more you will learn.

Grades in the class will be based on the following components and percentage distribution:

1. Final Exam 15%
2. Final Presentation 15%
3. Quizzes (I, II, III, IV) 40%
4. In-class exercises 15%
5. Attendance & Participation 15%

A = 94-100; A- = 90-93.9; B+ = 87-89.9; B = 84-86.9; B- = 80-83.9; C+ = 77-79.9; C = 74-76.9; C- = 70-73.9; D+ = 67-69.9; D = 64-66.9; D- = 60-63.9; F = 0-59.9

To achieve a particular grade the total number of points **MUST** be within the aforementioned range, and grades **will not be** rounded up. That is, a 79.9, for instance, is a C+ and it will not be considered to be a B-.

Semester Schedule
Week 1  (January 14)  Introduction, class overview, SPSS tour and data file creating and handling.
Week 2  (January 21)  Data modification and data management. Frequency, distribution and SPSS graphics.
Week 3  (January 28)  Central tendency, distribution and split files. Variance, standard deviation and standard scores.
Week 4  (February 4)  Correlation.
Week 5  (February 11)  Internal reliability, indexing and factor analysis.
Week 6  (February 18)  Mean examination and population inference. Hypothesis testing.
Week 7  (February 25)  T-test.
Week 8  (March 4)    Nonparametric test. ANOVA.
Week 9  (March 18)   ANOVA.
Week 10 (March 25)   Association versus causality.
Week 11 (April 1)    Zero Order correlation. Partial correlation.
Week 12 (April 8)    Linear regression.
Week 13 (April 15)   Logistic regression.
Week 14 (April 22)   Final Presentations.
Week 15 (May 3)      Final Exam
University Policies
This class will follow University guidelines concerning scholastic misconduct and grievance procedures. Please be aware of the University's policy on plagiarism, copyright and intellectual property. Always bear in mind the University of Texas Honor Code: "The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the University is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community." To learn more about the creation of the Honor Code, visit: http://www.utexas.edu/president/speeches/hc_042904.html.

In this class, any form of academic dishonesty – including plagiarism and making up quotes, sources, or any other information – will result in an automatic grade of F. For your own sake, don't even think about it.

The Institutional Rules on Student Services and Activities at the University of Texas at Austin defines plagiarism as follows "’Plagiarism’ includes but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any other means another’s work and the submission of it as one’s own academic work offered for credit" [Section 11-802(d)].

In other words, don't steal other people’s work and pass it off as your own.

Ways to avoid plagiarism:
1. Don't copy and paste ‘stuff’ from the Web into your own work. Know the sources and cite them accordingly.
2. Attribute information that you get from others.
3. Use quotation marks and attribute when you are using the exact words of others.

Important point: As a journalist, you should be getting your own direct quotes through interviewing. Journalism means obtaining original materials. Taking quotations from the Web, even if you attribute them, is not really journalism. The Web is most useful to the journalist for verifying facts and spellings, getting background information on a current happening and gaining understanding of some complex topic (prior to an interview, for instance).

Everything on most Web pages is copyrighted through common law copyright, whether or not there is a copyright notice. Most information from government sources is not copyrighted, but still should be attributed.

Please be also aware of the University’s policy on aiding people with any disability. Please come to see me the first week of class in case you need special requirements and I will try to accommodate you and help as much as possible. Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 512-471-6259.

Assignments & Deadlines
Quizzes
Quiz I (February 11)
Quiz II (March 4)
Quiz III (April 1)
Quiz IV (April 22)

In class exercises (As needed every week)
Final individual presentation (April 22 and on)
Final exam (Due May 3rd)