

## **MMC 6936: Advanced Mass Communication Statistics**

Tuesdays 9:35am-12:35pm, Weimer 3324

### **PROFESSOR**

Frank Waddell, Ph.D.  
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352-294-1627

### **OFFICE HOURS**

3067 Weimer Hall  
Tue 8am-915am; Tue 230pm-345pm  
Also available by appointment.

### **REQUIRED READINGS**

No required textbook; All readings will be posted to Canvas

### **COURSE DESCRIPTION**

Advanced mass communication statistics (MMC 6936) provides an introduction to the fundamentals of path analysis and structural equation modeling. Topics to be covered include parallel mediation, serial mediation, moderated mediation, measurement models, path analysis, and structural equation modeling, among others. Ethical issues germane to the conduct of mediation analysis will also be discussed.

### **COURSE OBJECTIVES**

Course objectives include (1) the ability to conduct mediation analyses using statistical software, (2) the ability to interpret findings from mediation analysis, and (3) familiarity with key terminology from the domain of path and structural equation modeling.

### **GRADING**

Attendance: 10%

Quiz 1: 18%

Quiz 2: 18%

Quiz 3: 18%

Quiz 4: 18%

Quiz 5: 18%

Grading scale: A, 100-93; A-, 92-90; B+, 89-87; B, 86-84; B-, 83-80; C+, 79-77; C, 76-74; C-, 73-70; D+, 69-67; D, 66-64; D-, 63-60; E, 59 and below

## **ASSIGNMENTS**

**Attendance/Participation (10%):** Attendance is encouraged. To successfully complete the course, it is recommended that students come to class on a weekly basis and complete all assigned materials in advance. Your grade for attendance/participation will be determined based on the frequency and quality of your contributions to class discussion.

**Quiz Scores (90%):** Five open note, “take home” quizzes will be assigned, each worth 18% of your final grade. Quiz questions will require the analysis and interpretation of data using the IBM SPSS and AMOS statistical packages. Each quiz will assume incremental knowledge of statistical concepts introduced throughout the course. Collaboration on “take-home” quizzes with others is prohibited; any verified reports of peer collaboration during quiz assessments will result in automatic failure of the course and referral to the university honor board.

## **CLASSROOM CONDUCT**

It is expected that all students will arrive to class on time and be respectful of fellow classmates during lecture and student presentations. Please turn all cell phones to silent. While laptops are allowed, it is expected that they will only be used for class-related work such as note-taking or group assignments. In the event that you need to answer an emergency phone call, please excuse yourself from class and answer the call in the hallway. The professor reserves the right to revoke the use of personal devices during class if the above policies are not followed.

## **LATE WORK POLICY**

If an exam is missed, official documentation must be provided for the absence, with a makeup test scheduled within one week of the original examination. If students anticipate that they will be unable to attend class due to university documented issues (e.g., health condition, death in family), please contact me as soon as possible to arrange an extension.

## **HONOR CODE POLICY**

This class strictly adheres to the UF honor code. Any prohibited behavior such as plagiarism, data fabrication, or cheating will result in a failing grade for the assignment in question and referral to the honor court, who may administer additional penalties such as a failing grade for the course or dismissal from the college. More information about the university honor code is available online at the following link: <https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

## **STUDENTS REQUIRING ACCOMODATIONS**

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

## **COUNSELING AND WELLNESS**

Contact information for the Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

## **COURSE EVALUATION**

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

### **Schedule**

January 9th: Review of Basic Statistics

January 16th: Multivariate Regression

January 23rd: Quiz #1

January 30th: Interactions in Regression

February 6th: The Logic of Structural Equation Modeling

February 13th: Quiz #2

February 20th: Path Analysis, Part One

February 27th: Path Analysis, Part Two

March 6<sup>th</sup>: Spring Break; No Class

March 13th: Quiz #3

March 20th: Measurement Models, Part One

March 27th: Measurement Models, Part Two

April 3rd: Quiz #4

April 10<sup>th</sup>: Structural Equation Modeling, Part One

April 17<sup>th</sup>: Structural Equation Modeling, Part Two

April 24<sup>th</sup>: Quiz #5

May 1: Final Grades Posted