

MMC 6936: Seminar in Experiments

Section: 1H69 (18281)

Tuesdays 1:55 to 4:30, Weimer 3024

Instructor:

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OFFICE HOURS

1060 Weimer Hall
By appointment

REQUIRED RESOURCES/READINGS

Access to latest version of IBM SPSS statistical package. All readings available via UF library access

COURSE DESCRIPTION

The seminar in experiments (MMC 6936) introduces the purpose, design, and execution of experiments for discovery in communication science. Topics to be covered include.

- Basics of experiments
- Design of experiments
- Analysis of experiments
- Use of experiments in the field and for strong tests
- Critiquing (and being critiqued by others)

COURSE OBJECTIVES

Course objectives include (1) the ability design and collect data for a useful experiment, (2) the ability to write an experimental manuscript, and (3) the ability to critique and receive a critique when doing experiments.

GRADING

50 percent: demonstration of mastery of the readings and discussion

50 percent: Make consistent progress and complete your paper reporting the results of an experiment suitable for submission to AEJMC (deadline April 1)

Other: Penalties for lateness, unexcused absences, lack of class preparation, attention to phones or computers unrelated to the course, unprofessional behavior. Come prepared, be ready to learn, engage fully!

ASSIGNMENTS

Readings: Students will have readings each week that deal with the design, execution, and reporting of experiments. All readings should be completed by each week's class.

Project: Students will work on an experiment, either alone or in teams of two. The experiment must be completed, written up, and ready for submission to AEJMC by April 1. This deadline must be met even if you choose not to submit a paper to the conference.

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

Students should read all work in advance of class and remain on track to complete their experiment. If unexpected or uncontrollable issues arise you should notify me immediately.

HONOR CODE POLICY

This class strictly adheres to the UF student conduct 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 university. More information about the university student conduct code is available online at the following link:

<https://sccr.dso.ufl.edu/process/student-conduct-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/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which should be discussed in person with me when requesting accommodation. Students with disabilities should follow this procedure within the first two weeks of the semester.

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

Date	Topics	Project	Readings
1-08:	Class Introduction; Empirical Methods Primer	Preliminary quiz Form teams	
1-15 (2:30) :	Basics of Experiments: Experimental reality, Relationship of data and theory	Identify platform study	Festinger, L., & J. M. Carlsmith (1959). Cognitive consequences of forced compliance, <i>Journal of Abnormal and Social Psychology</i> , 58, 203-210. Tedeschi, J. T., Schlenker, B. R., & Bonoma, T. V. (1971). Cognitive dissonance: Private ratiocination or public spectacle? <i>American Psychologist</i> , 26(8), 685-695.
1-22:	Ethics, IRB, Measuring variables	Prepare IRB forms	Milgram, S. (1963). Behavioral study of obedience, <i>Journal of Abnormal and Social Psychology</i> , 67, 371-378. Baumrind, D. (1964). Some thoughts on ethics of research: After reading Milgram's "Behavioral Study of Obedience." <i>American Psychologist</i> , 19(6), 421-423. Milgram, S. (1964). Issues in the study of obedience: A reply to Baumrind. <i>American Psychologist</i> , 19(11), 848-852
1-29:	Randomization, Manipulation	Develop pretest	Rogers, R. W., & C. R. Mewborn (1976). Fear appeals and attitude change: Effects of a threat's noxiousness, probability of occurrence, and the efficacy of coping responses. <i>Journal of Personality and Social Psychology</i> , 34, 54-61.

			Perdue, B. C. & J. O. Summers (1986). Checking the success of manipulations in marketing experiments. <i>Journal of Marketing Research</i> , 23, 317-326.
2-5: (3:00) :	Analysis of experimental data, t-tests, F-tests	Administer pretest	Kent State University: Independent Samples t-test: https://libguides.library.kent.edu/spss/independentttest Kent State University: One-way ANOVA: https://libguides.library.kent.edu/SPSS/OneWayANOVA
2-11:	Analysis of complex experimental data: interactions and simple effects tests	Finalize experimental protocol IRB approval	Statistics.laerd.com: Two way ANOVA: Simple effects tests: https://statistics.laerd.com/spss-tutorials/two-way-anova-using-spss-statistics-2.php https://pages.uoregon.edu/stevensj/interaction.pdf
2-19: (3:30)	complex experimental data: interactions and simple effects tests		Petty, R. E., J. T. Cacioppo, & R Godman (1981). Personal involvement as a determinant of argument-based persuasion. <i>Journal of Personality and Social Psychology</i> , 41, 847-855.
2-26:	Strong Tests	Administer experiment	Schlenker, B. R. & M. F. Weigold (1990). Self-consciousness and self-presentation: Being autonomous versus appearing autonomous. <i>Journal of Personality and Social Psychology</i> , 59, 820-826.
3-5:	Holiday—no class		
3-12:	Field experiments	Analyze experimental data	Cialdini, R. B., R. Reno & C. A. Kallgren (1990). A focus theory of normative conduct: Recycling the concept of norms to reduce littering in public places. <i>Journal of Personality and Social Psychology</i> , 58, 1015-1026.

3-19 (2:30) :	Metanalysis	Start draft of paper	Packer, D. J. (2006). Identifying systematic disobedience in Milgram's obedience experiments: A meta-analytic review. <i>Perspective on Psychological Science</i> , 4, 301-304.
3-26		Complete draft of paper and submit paper	
4-2:	Critiques	Review	Review of submitted student paper
4-9:	Critiques	Review	Review of submitted student paper
4-16 (2:30) :	Critiques	Review	Review of submitted student paper
4-23:	Final Class		