

## **MMC 6455: Mass Communication Statistics**

Wednesdays, 9:30am-1:45pm; Thursdays, 3:30pm-6:15pm; Weimer 3324

### **PROFESSOR**

Frank Waddell, Ph.D.  
frank.waddell@ufl.edu

### **OFFICE HOURS**

3067 Weimer Hall  
By appointment

### **REQUIRED RESOURCES/READINGS**

Access to latest version of IBM SPSS statistical package

All readings will be posted to Canvas or available via UF library access

### **COURSE DESCRIPTION**

Mass communication statistics (MMC 6455) provides an introduction to the fundamentals of descriptive and inferential statistics commonly used in the field of communication science. Topics to be covered include central tendency/dispersion, index reliability, factor analysis, chi-square, *t*-test, ANOVA, regression, and path analysis, among others.

### **COURSE OBJECTIVES**

Course objectives include (1) the ability to conduct statistical analyses, (2) the ability to interpret statistical output, and (3) familiarity with key terminology from the social sciences.

### **GRADING**

Exam 1: 30%

Exam 2: 30%

Exam 3: 30%

Participation/Attendance: 10%

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

**Exams:** Three exams will be conducted, each worth 30% of your final grade. Exams will be take-home and open-note. Each exam will be short answer and require analysis of data using the IBM SPSS statistical package. No collaboration with others is allowed. Exams will not be cumulative, but do assume incremental knowledge of statistical concepts introduced throughout the course. Optional practice problems will be posted weekly to assist with exam preparation; answers can be submitted via email for feedback.

**Attendance/Participation (10%):** Attendance is mandatory. All students are expected to come to class on a weekly basis, reading 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.

## 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

One letter grade (-10 points) will be deducted per day for work submitted past the assignment's deadline. 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 meet a deadline due to university documented issues (e.g., health condition, death in family), please contact me as soon as possible to arrange an extension. In general, I am quite willing to work with students when issues arise that prevent you from submitting work on time.

## 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**

May 15<sup>th</sup>: Empirical Methods Primer; Basics of Descriptive Statistics; Introduction to SPSS

May 16<sup>th</sup>: Reliability/Validity; Index Formation; Basics of Inferential Statistics

May 22<sup>nd</sup>: Quiz 1

May 23<sup>rd</sup>: Independent sample *t*-test; Paired sample *t*-test; Power Analysis for *t*-test

May 29<sup>th</sup>: One-Way ANOVA; Post-hoc comparisons

May 30<sup>th</sup>: Factorial ANOVA

June 5<sup>th</sup>: Quiz 2

June 6<sup>th</sup>: Simple linear regression; Multivariate regression

June 12<sup>th</sup>: Dummy coding; Hierarchical regression

June 13<sup>th</sup>: Introduction to mediation

June 19<sup>th</sup>: Chi-square; Factor analysis

June 20<sup>th</sup>: Quiz #3

June 26<sup>th</sup>: Final grades posted