

MMC 6457: Mass Communication Statistics 2

Tuesdays 9:35am-12:35pm, Weimer 3024

PROFESSOR

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

OFFICE HOURS

3067 Weimer Hall
Tue, 830am-930am; Thu, 10:30am-11:30am
Also available by appointment.

REQUIRED RESOURCES

- All course materials will be posted to Canvas
- Access to IBM SPSS and IBM AMOS statistical packages

COURSE DESCRIPTION

Mass communication statistics 2 (MMC 6457) 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.

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

Quiz 1: 20%
Quiz 2: 20%
Quiz 3: 20%
Quiz 4: 20%
Quiz 5: 20%

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

Information on current UF grading policies can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

ASSIGNMENTS

Quiz Scores: Five open note, “take home” quizzes will be assigned, each worth 20% 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.

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.

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. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

HONOR CODE POLICY

This class strictly adheres to the UF honor code. 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/) 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 7th: Intro to Course; Fundamentals of SEM

January 14th: Multivariate Regression

January 21st: Quiz #1

January 28th: Interactions in Regression

February 4th: The Logic of Structural Equation Modeling

February 11th: Quiz #2

February 18th: Path Analysis, Part One

February 25th: Path Analysis, Part Two

March 3rd: Spring Break; No Class

March 10th: Path Analysis, Part Three

March 17th: Quiz #3

March 24th: Measurement Models, Part One

March 31st: Measurement Models, Part Two

April 7th: Quiz #4

April 14th: Structural Equation Modeling, Part One

April 21st: Structural Equation Modeling, Part Two

April 28th: Quiz #5