

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

### **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 (installed local version, not UF apps)

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: 33.33%

Exam 2: 33.33%

Exam 3: 33.33%

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. Exams will be open-note but expected to be completed individually without the help of others. Each exam will be short answer and require analysis of data using the IBM SPSS statistical package. 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.

## 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/>.

## **DIVERSITY STATEMENT**

The University of Florida's College of Journalism and Communications Department of Journalism embraces a commitment toward an intellectual community enriched and enhanced by diversity along a number of dimensions, including race, ethnicity and national origins, gender and gender identity, sexuality, class and religion. We expect each of our graduate courses to help foster an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

## **DIGITAL LEARNING AND PRIVACY**

This course is asynchronous, 100% online, and entirely pre-recorded. We will not meet via Zoom during the semester, nor will we meet in person. Office hours are also held online or by phone. Any email correspondence between student and instructor will not be shared with other classmates (but is subject to Florida Sunshine Laws). You are welcome to save files from this course and use them for your own reference in the future.

### **Schedule**

Week 1 (5/15-5/21): Empirical Methods Primer; Basics of Descriptive Statistics; Introduction to SPSS

Week 1 (5/15-5/21): Reliability/Validity; Index Formation

Week 2 (5/22-5/28): Quiz 1

Week 2 (5/22-5/28): Basics of inferential statistics; *t*-test

Week 3 (5/29-6/4): One-Way ANOVA; Post-hoc comparisons

Week 3 (5/29-6/4): Factorial ANOVA

Week 4 (6/5-6-11): Quiz 2

Week 4 (6/5-6-11): Regression Part 1

Week 5 (6/12-6/18): Regression Part 2

Week 5 (6/12-6/18): Chi-square; Factor analysis

Week 6 (6/19-6/22): Quiz #3