MMC 6455: Mass Communication Statistics

Thursdays, 4:05pm-7:05pm Weimer 3024

Office Hours: Mondays, 12:00pm-12:50pm; Thursdays, 3:00pm-4:00pm

PROFESSOR	**OFFICE**
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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

Exams: 80%

Attendance: 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 academic policies and resources can be found at:
https://go.ufl.edu/syllabuspolicies

ASSIGNMENTS

Exams: Four exams will be conducted, each worth 20% of your final grade. 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; practice problems can be submitted via email for feedback.

Attendance: Students are required to come to class each week for the full class session. Grading for class attendance/participation will be based on arriving to class on time each week, attending the entire class session and participating in class discussion. If you need to miss class for illness or an emergency, please contact me in advance to ensure the absence is excused. Absences without a valid excuse, arriving to class late, leaving class early or not participating during class discussions will lead to a lower grade for class attendance/participation.

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://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/

AI POLICY

You may not turn in work that is not your own, including work generated by Chat GPT and other AI programs. If you have any questions about the use of AI in this course, please contact your instructor before submitting the work in question. Use of AI in the course 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://sccr.dso.ufl.edu/policies/student-honor-code-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 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

Week 1 (1/15): Course Overview; Empirical Methods Primer

Week 2 (1/22): Basics of Descriptive Statistics; Introduction to SPSS

Week 3 (1/29): Reliability/Validity; Index Formation

Week 4 (2/5): Quiz 1

Week 5 (2/12): Basics of Inferential Statistics*; t*-test

Week 6 (2/19): One-Way ANOVA; Post-hoc comparisons

Week 7 (2/26): Factorial ANOVA

Week 8 (3/5): Quiz 2

Week 9 (3/12): Regression Part 1

Week 10 (3/19): Spring break; no class

Week 11 (3/26): Regression Part 2

Week 12 (4/2): Quiz 3

Week 13 (4/9): Introduction to Mediation

Week 14 (4/16): Chi-square; Factor analysis

Week 15 (4/23): Reading days; no class

Week 16 (4/30): Quiz 4