



Instructor

Dr. Ronen Shay

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Office Location: William A. Fay Building, Room 209

Office Hours: Mondays & Wednesdays 10am - 11am, Fridays 2:30pm – 4:30pm, or by appointment

Meetings

COMM 363-01 meets on M 2:30pm – 5:35pm:

Basil Hall, Room 101 (MAC Lab)

Website

Check our Blackboard site via mySJFC regularly for course materials and announcements.

<https://cas.sjfc.edu/>

Course Description:

This course introduces students to a cross-section of qualitative, quantitative, and industry related techniques used to measure and evaluate audiences using interactive media. Topics covered include: fundamentals in research design, measurement, data collection, and analysis; the design and execution of surveys, focus groups, content analyses, among other primary research methods; and industry applications for media research including analyzing web metrics to evaluate the success of online public relations and advertising campaigns, and how to apply these analytics to make strategic decisions for business success.

Required Texts

Kaushik. *Web Analytics 2.0*; Sybex, 2010.

ISBN-13: 9780470529393

Wimmer & Dominick. *Mass Media Research*; 10th edition. Wadsworth, Cengage Learning,

2014. ISBN-10: 1133307337

Recommended Texts

Pallant. *SPSS Survival Manual*; 6th edition. McGraw-Hill Education, 2016.

ISBN-10: 033526154X

Departmental Learning Goals for this Class:

- Students will learn to conduct academic and media research using academic literature and/or white papers to develop responses to an academic or industry question or problem.



- Students will develop both quantitative and qualitative analytical and research skills to analyze and solve media industry problems.

Course Specific Learning Goals:

- Students will become familiar with the basic concepts and processes for conducting original media research.
- Students will learn to match the appropriate research method to the desired research outcome.
- Students will be provided with experience analyzing real-world secondary data provided by Rochester-based organizations.
- Students will develop an understanding of basic descriptive statistics, and their role in data analysis.
- Students will identify and analyze problems and create strategic solutions by applying knowledge and research of media industries.

Grading Scheme:

Data Analysis Activities (individual)	10%
Rochester Fringe Assignment + Presentation (team)	20%
Launch Team Assignment + Presentation (team)	20%
Midterm Exam	10%
CDS Wolf Foundation Assignment + Presentation (team)	20%
Final Exam	10%
Participation + Professionalism	10%

Assignment Descriptions:

Exams and assignments will be based on the material from lectures, discussions, and assigned readings. A detailed description of each assignment will be distributed in class as the semester continues.

During team assignments: the instructor reserves the right to not give all group members the same grade, should an individual's attendance, participation, professionalism, or assignment feedback forms demonstrate they did not make an equal contribution.

During presentations: when a student/team is not presenting they are expected to be actively listening to the presentations being delivered in a professional and courteous manner. The behavior of individual students in the audience will be noted and taken into account when determining their participation + professionalism grade.

Below is an overview of what to expect from each assignment.



Data Analysis Activities: Over the course of the semester we will practice analyzing data using a variety of analytics software including Excel, SPSS, and Google Analytics. These activities are crucial for your research skills to be transferrable to the work place, where it is assumed graduates already understand these technologies. To complete these activities you will need to download the data provided, apply the appropriate software function, and interpret the output.

Rochester Fringe Assignment + Presentation: Each student will attend the Rochester Fringe Festival for three hours and conduct exit surveys regarding how people heard about the event, and why they chose to come. After the data is collected, students will analyze the results and report back to the festival on their findings. The results of the survey will be shared in both a presentation and a written format.

Launch Team Assignment + Presentation: The client would like to use their web analytics to better understand their existing consumers and non-consumers. Students will analyze, summarize, and interpret data from Google Analytics, social media, and other sources in an effort to audit key the client's existing user profiles. Once the profiles have been audited, students will also make recommendations on smart-content that may be appropriate for each different profile. Deliverables will include a written report and presentation.

CDS Wolf Foundation Assignment + Presentation: The client has provided us with a list of research questions they would like answered. Each team of students will select 1-2 research questions, and use the data analysis and research skills they've developed over the course of the semester to secure the answer for the client. As the client would like to incorporate the findings into their business decisions, a formal presentation will be delivered to the Executive Director of the organization.

Participation + Professionalism: All members of this class are required to participate by taking part in discussions, asking/answering questions, and by responding to the lecture material. Participation will be assessed based on attendance, contribution to group assignments, in-class activities/use of in-class group time, and most importantly your involvement in class discussions that should arise during lectures.

As this is a business oriented class the classroom should be viewed as a simulated work environment. Accordingly, students are required to demonstrate respect and professionalism in all course related activities. Professionalism will be assessed based on appropriate technology use, behavior as an audience member, respect towards your peers and instructor, and proper email/course communication etiquette.



Academic Integrity: All students, regardless of level or school, are responsible for following the St. John Fisher College Academic Integrity Policy in addition to any other individual school's or program's academic expectations and/or professional standards. Every student is expected to demonstrate academic integrity in all academic pursuits at all times. If a student suspects that another student has violated the Academic Integrity Policy, he or she should contact the instructor for that course and provide support for that suspicion. Any finding of responsibility and associated sanctions for a violation of the Academic Integrity Policy is retained per the College records policy.

All students are expected to be familiar with the details of the Academic Honesty Policy (available via <http://catalog.sjfc.edu/undergraduate/2016-2017/academic-information/integrity.dot>). The policy specifies a number of behaviors (including cheating and plagiarism), that are in violation of this code and the possible sanctions (including failure of the entire course). Ultimately, you are responsible for completing your own course activities and ensuring you produce original work, both when working individually and as a team. It is your responsibility to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor of this class.

Attendance: Students should understand that class attendance will be taken into consideration in calculating your final grade. The content addressed in this class encompasses a lot of interactive concepts, and so much of what can be learned is a direct result of attending lecture, participating in group and sole authored assignments, and your involvement in any class discussion that should arise.

Should you accrue more than 3 absences at any point in the semester (i.e., 4 or more), you will receive an FA (failure due to excessive absence). Students should understand that absences 1-3 will still be taken into consideration in calculating your final grade. Having a legitimate reason for being absent does not permit you to exceed 3 absences.

Requirements for class attendance and make-up quizzes, assignments, and other work in this course are consistent with the St. John Fisher College Attendance Policy that can be found at: <http://catalog.sjfc.edu/undergraduate/2016-2017/academic-information/courses/attendance.dot>

College Policy Concerning Students with Disabilities: In compliance with St. John Fisher College policy and applicable laws, appropriate academic accommodations are available to students with disabilities. All requests for accommodations must be supported by appropriate documentation/diagnosis and determined reasonable by St. John Fisher College. Students with documented disabilities (physical, learning, psychological) who may need academic accommodations are advised to refer to the Disability Services website <http://home.sjfc.edu/AcademicAffairs/Disabilities/DisabilityOverview.asp> Questions should be



directed to the Coordinator of Disability Services in the Disability Services Office and Test Center, Kearny 300. Late notification will delay requested accommodations.

College Policy toward Research of Human Subjects: Learning about the research process includes learning about the protection of the rights of human subjects (participants). Students in courses which include the collection of data from human subjects must comply with Institutional Review Board policies and procedures which protect the rights of human subjects. This protection includes informed consent, as well as measures to promote the confidentiality of the data which is collected. Students involved with course related data collection should speak with course faculty to learn about Institutional Review Board policies relevant to the course project. Copies of the St. John Fisher Institutional Review Board Policies and Procedures are available in the Office of Academic Affairs, in the Kearney Building room 202, or on the IRB web page at <http://home.sjfc.edu/institutionalreviewboard>.

Course Evaluations: Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations as per the Online Course Evaluation Process located at <http://www.sjfc.edu/campus-services/ed-tech/online/evaluation.dot>. Evaluations are typically opened at the end of the term, and students will be made aware of the specific times in which they can be completed. Results will only be made available to faculty members, department chairs, the dean, and the provost after final grades have been submitted.

Grading:

A 93-100%	C 73-76.99
A- 90-92.99	C- 70-72.99
B+ 87-89.99	D+ 67-69.99
B 83-86.99	D 63-66.99
B- 80-82.99	D- 60-62.99
C+ 77-79.99	F Below 60

Grading in this course is consistent with the St. John Fisher College grading policies that can be found at: <http://catalog.sjfc.edu/undergraduate/2016-2017/academic-information/grading/>

Health, Wellness, Safety and Security: The Health and Wellness Center provides medical, mental health services, and wellness education to students.

Contact information for the Health and Wellness Center:

<http://www.sjfc.edu/campus-services/wellness/about/>

(585) 385-8280

healthcenter@sjfc.edu



The Safety and Security Department operates 24 hours a day and 365 days a year with the goal to provide a safe and secure environment for students, faculty, staff, and visitors to live, work and study.

Contact information for the Safety and Security Department:

<http://www.sjfc.edu/campus-services/safety/>

Non-emergency number: (585) 385-8025

Emergency number: (585) 385-8111

Late Assignments: Assignments are due at the beginning of class on the date specified on the syllabus. Late assignments will be accepted within 24 hours of the end of class period in which the assignment is due, with a 10% penalty for the individual student on a solo assignment, or for all group members on a group assignment. Assignments turned in after this 24-hour period will not be accepted. Requirements for class attendance and make-up quizzes, assignments, and other work in this course are consistent with the St. John Fisher College Attendance Policy that can be found at: <http://catalog.sjfc.edu/undergraduate/2016-2017/academic-information/courses/attendance.dot>

Lecture: I will not repeat material missed by absent students. It is the responsibility of the students who fail to attend class to get notes from their classmates. Such second-hand exposure seldom provides a fully satisfactory substitute for class attendance. Missing class will not serve as an excuse for failing to submit assigned work on time.

Exam Schedule: Exams must be taken on the assigned date. Failure to show up for an exam will result in a zero. If an emergency arises and prior to commencing the exam you realize you will not be in attendance on the date specified, you must get the instructor's permission for the absence to be authorized, and this must be discussed ahead of time with appropriate documentation provided. Should a student unexpectedly miss an exam due to illness or a family emergency without making proper arrangements ahead of time, a makeup exam will only be granted if the student provides official documentation. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with the St. John Fisher College Attendance Policy that can be found at:

<http://catalog.sjfc.edu/undergraduate/2016-2017/academic-information/courses/attendance.dot>

Syllabus Changes: The instructor reserves the right to alter the syllabus or course schedule as the need arises.

Tips for Getting Good Grades:

- Review assignment requirements carefully
- Focus on quality, not just completion
- Ask questions
- Cite your work when appropriate
- Come to every class
- Complete the readings
- Participate

COMM 363-01 Course Schedule

WEEK	Topic	Assigned Reading	Tentative Deadlines
Week 1 Sept. 11	- Course Introduction - Service Learning Introduction - Client 1 Introduction - Science and Research - Element of Research - The Bold New World of Web Analytics 2.0	Wimmer & Dominick Chapters 1-2 Kaushik Chapter 1	Site visit to Rochester Fringe
Week 2 Sept. 18	- Elements of Research - Survey Research - The Optimal Strategy for Choosing Your Web Analytics Soul Mate	Wimmer & Dominick Chapters 2 (cont.) & 7 Kaushik Chapter 2	
Week 3 Sept. 25 Mon. Sept 25 *Makeup for hours at Fringe (no class)	- Lab Time for Fringe Assignment	N/A	
Week 4 Oct. 2	- Sampling - The Awesome World of Clickstream Analysis: Metrics - Rochester Fringe Presentations	Wimmer & Dominick Chapter 4 Kaushik Chapter 3	Fringe Assignment + Presentation due Mon. Oct. 2 nd
Week 5 Oct. 9	- Client 2 Introduction - Qualitative Research Methods - Emerging Analytics: Social, Mobile, and Video - Designing a Study	Wimmer & Dominick Chapter 5 Kaushik Chapter 9 Pallant Chapter 1	Site visit to Launch Team

Week 6 Oct. 16	<ul style="list-style-type: none"> - Content Analysis - The Awesome World of Clickstream Analysis: Practical Solutions - Preparing a Codebook 	Wimmer & Dominick Chapter 6 Kaushik Chapter 4 Pallant Chapter 2	
Week 7 Oct. 23	<ul style="list-style-type: none"> - Research Ethics - Get to Know IBM SPSS 	Wimmer & Dominick Chapter 3 Pallant Chapter 3	
Week 8 Oct. 30	<ul style="list-style-type: none"> - Longitudinal Research - Creating a Data File and Entering Data [SPSS] - Launch Team Presentations - Midterm Exam Review 	Wimmer & Dominick Chapter 8 Pallant Chapter 4	Launch Assignment + Presentation due Mon. Oct. 30 th
Week 9 Nov. 6	<ul style="list-style-type: none"> - Experimental Research - Screening and Cleaning the Data - Midterm Exam in class, on Mon. Nov. 6th 	Wimmer & Dominick Chapter 9 Pallant Chapter 5	Midterm Exam Mon. Nov. 6 th
Week 10 Nov. 13	<ul style="list-style-type: none"> - Client 3 Introduction - Introduction to Statistics - Descriptive Statistics 	Wimmer & Dominick Chapter 10 Pallant Chapter 6	Site Visit to CDS Wolf Foundation
Week 11 Nov. 20	<ul style="list-style-type: none"> - The Key to Glory: Measuring Success - Using Graphs to Describe and Explore the Data 	Kaushik Chapter 5 Pallant Chapter 7	
THANKSGIVING BREAK			
Week 12 Nov. 27	<ul style="list-style-type: none"> - Competitive Intelligence Analysis - Correlation 	Kaushik Chapter 8 Pallant Chapter 11	
Week 13 Dec. 4	<ul style="list-style-type: none"> - Guiding Principles for Becoming an Analysis Ninja - The Analytics Career - CDS Wolf Foundation Presentations - Final Exam Review 	Kaushik Chapter 11, 13	CDS Assignment + Presentation due Mon. Dec. 4 th
Exam Week COMM363-01 Mon. Dec. 11th 3pm-5:30pm	<ul style="list-style-type: none"> - Final Exam during exam week, on Mon. Dec. 11th 	N/A	Final Exam Mon. Dec. 11 th