LEADERSHIP 389 – RESEARCH METHODS – SPRING 2008

INSTRUCTOR: Dr. Crystal Hoyt
EMAIL: choyt@richmond.edu
PHONE: 804-287-6825
OFFICE HOURS: Wednesday 11am-1pm and by appt.
OFFICE LOCATION: Jepson Hall 132

COURSE TIME AND LOCATION: Tuesday, Thursday 9:45am-11am; Jepson 102
COURSE WEBSITE: HTTP://BLACKBOARD.RICHMOND.EDU/

TEXT:


The assigned readings provide the background and context for classroom lecture and discussion, therefore, you should read the readings before the class period during which it is discussed. Additional readings will be assigned during the course of the semester.

DESCRIPTION AND GOALS OF THE COURSE:

This course provides an introduction to behavioral research techniques and methodology. It is designed to help you develop the basic skills needed to be a good consumer of behavioral research. The skills you learn in this course are intended to support you in any situation where you need to read/evaluate research or design your own research. Additionally, statistics are tools for organizing, summarizing, and interpreting data, and these tools play a central role in scientific research. Thus, you will learn the important concepts that you will need to understand and interpret statistics in the context of research and to become a better consumer of statistics in your daily life.

The principle objective of this course is to provide you with a basic understanding of behavioral research methodology and statistics. By the end of this course you should possess the theoretical background necessary to plan, execute, and evaluate the results of a simple research project. More specifically, at the end of this course you should be able to:

- Understand the basic underpinnings of science and identify various approaches to hypothesis testing.
- Identify specific issues associated with the experimental paradigm including manipulation, randomization, and statistical testing.
- Understand the role that the various types of validity and reliability play in research.
- Be able to identify and discuss the four measurement scales.
- Understand ways for assessing threats to the internal and external validity of studies.
- Understand a variety of experimental, quasi-experimental, and non-experimental (such as case studies, single variable research, and correlational methods) research methods.
- Understand research design, be able to decide how to study various behavioral phenomena, and be able to address the difficulties posed by the limitations of specific studies.
- Understand the fundamentals of being a good researcher.
- Understand how statistics are tools for organizing, summarizing, and interpreting data, and how these tools play a central role in scientific research.

COURSE REQUIREMENTS

Your grade in the course will be determined by performance on the following course requirements:

CLASS PARTICIPATION: This course is predicated on the active participation of all members. You are expected to attend all classes, arrive on time, and fully engage in discussions and activities. The emphasis is on quality of class participation rather than quantity. Each unexcused absence will penalize your final grade. Excused absences must be documented with a dean’s letter. The class discussions and activities are highly dependent upon the assigned reading for the day. You must come to class fully prepared to discuss the assigned readings. Inadequate class participation will lower your course grade.
ASSIGNMENTS: A number of small assignments will be administered throughout the semester. The assignments are designed to actively engage you with the course material. Further information regarding these assignments will be given throughout the semester.

Late Assignments: Late assignments will be heavily penalized. Late work will receive a penalty of one grade for each day late. Also, assignments will receive a penalty of two grades if you were absent or late to class on the day the assignment is due.

GROUP RESEARCH PROJECTS: Students will undertake a group research project. Students will present the results of their project and will submit individual final reports at the end of the semester.

EXAMINATIONS: There will be two exams in this course. The exams will cover information from both in-class discussions and reading assignments. The final exam will be cumulative and will be given during the final exam testing time.

Makeup Exams: If you miss an exam due to an illness or personal emergency, you must contact me prior to, or within one day, of the missed exam. Before we can schedule a makeup exam, you must provide a written medical excuse or other verifiable documentation. Makeup exams may take an alternative form to that taken by the rest of the class.

ELEMENTS OF YOUR GRADE:

Grades in this course will be based on your performance on the two exams, the class assignments, and the research project. Good performance on each assignment and exam is important to your overall success in this course. Your total points will be based on the following components:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Assignments</td>
<td>15%</td>
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<tr>
<td>Research project</td>
<td>25%</td>
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<tr>
<td>Exams (Mid: 25%, Final: 35%):</td>
<td>60%</td>
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</table>

Total 100%

Final grades in the course will be based on the percentage of total points that you earn, according to the following cutoffs:

- A = 90-100%
- B = 80-89%
- C = 70-79%
- D = 60-69%
- E = 50-60%
- F = < 50%
- Utter humiliation < 50%

Plus and minus grades are not shown but will be used.

HONOR CODE:

All work submitted in this course will require a pledge of adherence to the provisions of the Honor System sanctioned by the School of Arts and Sciences and the Jepson School of Leadership Studies. The pledge is: “I pledge that I have neither given nor received unauthorized assistance during the completion of this work.” No part of your examinations or papers may be shared with other students in this class or with students in future classes, nor may you refer to examinations or papers from previous classes.

STUDENTS WITH DISABILITIES: If you have a verified disability and would like to discuss special academic accommodations, please contact me during the first week of class to arrange reasonable and appropriate accommodations.
<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
<th>READINGS</th>
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</thead>
<tbody>
<tr>
<td>Jan. 15</td>
<td>INTRODUCTIONS</td>
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<tr>
<td>Jan 17</td>
<td>FREAKONOMICS</td>
<td>Chpts. 3 &amp; 4</td>
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<tr>
<td>Jan 22</td>
<td>LIBRARY RESEARCH LAB: MS. LUCRETIA MCCULLEY</td>
<td>C, Chpt 2</td>
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<tr>
<td>Jan 24</td>
<td>READING/Writing RESEARCH ARTICLES</td>
<td>C, App A; Jordan &amp; Zanna, 1999</td>
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<tr>
<td>Jan 29</td>
<td>THE LOGIC OF SCIENTIFIC DISCOVERY</td>
<td>C, Chpt. 1</td>
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<tr>
<td>Jan 31</td>
<td>RESEARCH ETHICS</td>
<td>C, Chpt 3</td>
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<td>Feb 5</td>
<td>STUDYING BEHAVIOR</td>
<td>C, Chpt 4</td>
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<td>Feb 7</td>
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<td>Feb 12</td>
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<td>Feb 14</td>
<td>MEASUREMENT CONCEPTS</td>
<td>C, Chpt 5;</td>
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<td>Feb 19</td>
<td>OBSERVING BEHAVIOR</td>
<td>C, Chpt 6</td>
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<td>Feb 21</td>
<td>SURVEY RESEARCH</td>
<td>C, Chpt 7</td>
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<td>Feb 26</td>
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<td>C, Chpt 7</td>
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<td>Feb 28</td>
<td>EXPERIMENTAL DESIGN</td>
<td>C, Chpt 8</td>
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<tr>
<td>Mar 4</td>
<td>EXPERIMENTAL DESIGN</td>
<td>C, Chpt 8</td>
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<tr>
<td>Mar 6</td>
<td>MIDTERM EXAM</td>
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<td>Mar 11</td>
<td>SPRING BREAK!!</td>
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<td>Mar 13</td>
<td>SPRING BREAK!!</td>
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<td>Mar 18</td>
<td>CONDUCTING RESEARCH</td>
<td>C, Chpt 9</td>
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<td>Mar 20</td>
<td>COMPLEX EXPERIMENTAL DESIGNS</td>
<td>C, Chpt 10</td>
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<td>Mar 25</td>
<td>DESCRIPTIVE STATISTICS</td>
<td>C, Chpt. 12</td>
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<td>Mar 27</td>
<td>CORRELATION</td>
<td>C, Chpt. 12</td>
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<td>Apr 1</td>
<td>INFERENCEAL STATISTICS</td>
<td>C, Chpt. 13</td>
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<tr>
<td>Apr 3</td>
<td>INFERENCEAL STATISTICS</td>
<td>C, Chpt. 13</td>
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<tr>
<td>Apr 8</td>
<td>LYING WITH STATISTICS</td>
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<td>Apr 10</td>
<td>LYING WITH STATISTICS II</td>
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<tr>
<td>Apr 15</td>
<td>GENERALIZING RESULTS</td>
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<td>Apr 17</td>
<td>RESEARCH PROJECTS</td>
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<td>Apr 22</td>
<td>RESEARCH PRESENTATIONS</td>
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<td>Apr 24</td>
<td>Wrap-Up</td>
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**FINAL EXAM: WEDNESDAY, APRIL 30, 9-12PM.**

The FINAL PAPER is due by 5pm April 25.
Note: All dates are tentative and subject to change.