

Fall 2024

# Quantitative Methods

COM 7325-001 | CRN 91452

R 02:00-04:45 PM | CPR 202

## Overview:

This course offers an overview of quantitative methods for communication research, including the process of defining communication research problems, the logic of research design, and techniques for measurement, sampling, and data analysis. Students will learn descriptive and inferential statistical techniques, including measures of central tendency and dispersion, comparison of means, and correlation/regression, as well as issues to consider when interpreting quantitative findings (e.g., effect size and statistical power). Students will become familiar with SPSS statistical software. No prior background in statistics is necessary. The course should be useful for students who want to improve their ability to read, evaluate, and conduct social science research about communication, as well as for those who may want to gather quantitative data as part of arguments for critical aims.

For more information, please email  
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