

Fall 2021

QUANTITATIVE METHODS

COM 7325

T 6:30 - 9:15 pm

Mode of Instruction: Face to Face

CRN: 87727

This course is an introduction to the logic of quantitative social science. The class will focus on the process of defining communication research problems, the logic of research design, and techniques for measurement, design and sampling, and data analysis. Students will be introduced to descriptive and inferential statistical techniques, including measures of central tendency and dispersion, comparison of means, and correlation/regression. Students also will become familiar with SPSS statistical programming. No prior background in statistics is necessary.

For more information, email:
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