

J642 Short paper #1

This paper should be no longer than 3 pages double-spaced. If you write more than 3 pages, you are making it harder on yourself, because I will grade it as if it were supposed to be a longer paper. Due Wednesday, Jan. 24 at the beginning of class.

Select a *quantitative* study on a topic of interest to you. Address the following issues:

1. Operationalization: How did the author(s) operationalize their concepts. If they examined many concepts, just mention a few of them.

2. Level of measurement: What level or levels of measurement were used for the variables? Do you think the level of measurement is appropriate for the study? Why?

3. Reliability: How did the author(s) address reliability issues?

4. Sample: Do you think the sample used is appropriate for the study? Why?

5. Validity: How did the author(s) address validity issues?
Was the discussion convincing?

In a short paper, you won't be able to explain any of these issues in much depth. I want you to examine the issues briefly, but with a critical eye. You can cite portions of the study (with page numbers) to save space. You might find that you can deal with one of the issues in a sentence or two, but you might need a couple of paragraphs for another. This will depend on the study you select.

Turn in a copy of the study along with your paper. This is important—I can't grade it unless I can see what the article says. (I'll give them both back). Here are some places where you can find quantitative studies on communication issues:

- Journalism and Mass Communication Quarterly
- Newspaper Research Journal
- Journal of Broadcasting and Electronic Media
- Journal of Computer-Mediated Communication (online)
- Journal of Advertising, Journal of Advertising Research
- Journal of Public Relations Research, Public Relations Review

The textbook has a more detailed list.