

CMST 3700 - Quantitative Communication Research

Fall 2026 Syllabus, Section 01, CRN 41141,

Credit hours: 3

Instructor

Rebecca Curnalia

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Public Instructor Information

Professor: Dr. Rebecca Curnalia

Credentials:

Ph.D., 2007, Kent State University, Communication Studies (Media and Persuasion emphasis)

M.A., 2003, Northern Illinois University, Communication Studies (Theory emphasis)

B.A., 2001, Olivet College, Communication (Journalism emphasis)

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Course Description

3700. Quantitative Communication Research. This course introduces students to quantitative research methods in communication studies, focusing on designing, conducting, and analyzing communication research. Students will gain skills in statistical analysis, survey design, and experimental methods. Prereq.: 15 sh of Communication Studies including CMST 2600 with a grade of C or better and ENGL 1551. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Required	The practice of social research	Babbie, E.	9780357360798

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Schedule of Topics and Assignments

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
8/24	Chapter 1	Social Scientific Process	
8/31	Chapter 2	Theory and Research	Research Problem / Idea
9/7	Chapter 3	Ethics	Ethics Training Cert
9/14		Writing	Background Research
9/21	Chapter 4	Research Design	
9/28	Chapter 5	Operationalization & Measurement	
10/5			Exam
10/12	Chapters 6 & 7	Indexes, Scales, & Sampling	
10/19	Chapter 9	Surveys	Research Proposal
10/26	Chapter 8	Experiments	IRB Paperwork
11/2	Chapter 11	Content Analysis	
11/9	Chapter 14	Quant Analysis	
11/16		Data Collection	Data Collection

11/23	Chapter 16	Data Analysis	Initial Data Analysis
11/30	Chapter 17	Writing Results	Results Report
12/7			Exam Research Report

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.