# MMC 6457: Mass Communication Statistics 2

Wednesdays, 8:30am-11:30am, Weimer 3024

Office Hours: Tuesdays, 7:30am-8:30am; Wednesdays, 7:30am-8:30am

**PROFESSOR**
Frank Waddell, Ph.D.
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**OFFICE HOURS**
3067 Weimer Hall

## REQUIRED RESOURCES

- All course materials will be posted to Canvas
- Access to IBM SPSS and IBM AMOS statistical packages

## COURSE DESCRIPTION

Mass communication statistics 2 (MMC 6457) provides an introduction to the fundamentals of path analysis and structural equation modeling. Topics to be covered include parallel mediation, serial mediation, moderated mediation, measurement models, path analysis, and structural equation modeling.

## COURSE OBJECTIVES

Course objectives include (1) the ability to conduct mediation analyses using statistical software, (2) the ability to interpret findings from mediation analysis, and (3) familiarity with key terminology from the domain of path and structural equation modeling.

## GRADING

Exam 1: 20%
Exam 2: 20%
Exam 3: 20%
Exam 4: 20%
Exam 5: 20%

Grading scale: A, 100-93; A-, 92-90; B+, 89-87; B, 86-84; B-, 83-80; C+, 79-77; C, 76-74; C-, 73-70; D+, 69-67; D, 66-64; D-, 63-60; E, 59 and below

**Information on current UF grading policies can be found at:**
https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

## ASSIGNMENTS

**Exams:** Five open note exams will be assigned, each worth 20% of your final grade. Exam questions will require the analysis and interpretation of data using the IBM SPSS and AMOS statistical packages. Each exam will assume incremental knowledge of statistical concepts introduced throughout the course. Collaboration on "take-home" exams with others is prohibited.

## LATE WORK POLICY

If an exam is missed, official documentation must be provided for the absence, with a makeup test scheduled within one week of the original examination. If students anticipate that they will be unable to attend class due to university documented issues (e.g., health condition, death in family), please contact me as soon as possible to arrange an extension. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

## HONOR CODE POLICY

This class strictly adheres to the UF honor code. Any prohibited behavior such as plagiarism, data fabrication, or cheating will result in a failing grade for the assignment in question and referral to the honor court, who may administer additional penalties such as a failing grade for the course or dismissal from the college. More information about the university honor code is available online at the following link: https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/

## AI POLICY

You may not turn in work that is not your own, including work generated by Chat GPT and other AI programs. If you have any questions about the use of AI in this course, please contact your instructor before submitting the work in question. Use of AI in the course will result in a failing grade for the assignment in question and referral to the honor court, who may administer additional penalties such as a failing grade for the course or dismissal from the college. More information about the university honor code is available online at the following link: https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/

## STUDENTS REQUIRING ACCOMODATIONS

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, **www.dso.ufl.edu/drc/)** by providing appropriate

documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

**COUNSELING AND WELLNESS**

Contact information for the Counseling and Wellness Center: http://www.counseling.ufl.edu/cwc/Default.aspx, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

**COURSE EVALUATION**

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at https://evaluations.ufl.edu. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results/..

## Schedule

Week 1 (8/28): Intro to Course; Basics of AMOS

Week 2 (9/4): Multivariate Regression

Week 3 (9/11): Exam #1

Week 4 (9/18): Interactions in Regression

Week 5 (9/25): The Logic of Structural Equation Modeling

Week 6 (10/2): Exam #2

Week 7 (10/9): Path Analysis, Part One

Week 8 (10/16): Path Analysis, Part Two

Week 9 (10/23): Exam #3

Week 10 (10/30): Measurement Models, Part One

Week 11 (11/6): Measurement Models, Part Two

Week 12 (11/13): Exam #4

Week 13 (11/20): Structural Equation Modeling, Part One

Week 14 (11/27): Holiday; no class

Week 15 (12/4): Structural Equation Modeling, Part Two

Week 16 (12/11): Exam #5