AEC 6767 – Research Strategies in Agricultural Education & Communication
Spring 2022
(3 credit hours)

Instructor
J.C. Bunch, PhD
Associate Professor
307A Rolfs Hall
352-294-2226
bunchj@ufl.edu

Time and Location
Wednesday Periods 6 – 8 (12:50 – 3:50 p.m.) 306 Rolfs Hall

Course Description
This course focuses on applying the principles, practices, and strategies for conducting research in the social sciences, particularly dealing with the interface of the human dimension in the agricultural and natural sciences.

Course Objectives
At the completion of the course, the learner will be able to:
1. integrate the scientific process associated with research.
2. critically evaluate research studies.
3. describe how instrumentation and data collection procedures relate to the entire research process.
4. apply the concepts of qualitative and quantitative research.
5. develop instruments to collect valid and reliable data.
6. integrate instrumentation and data collection methods for various types of research problems and contextual situations.
7. identify a problem area of interest, develop constitutive and operational definitions associated with a study, ascertain an appropriate research design, and develop a research proposal.

Required Texts


COURSE ASSIGNMENTS & DESCRIPTIONS

Research Workgroup
Scientific research is not an individual endeavor. It requires the engagement of the community of scientists. Thus, each student will be assigned a research workgroup. The research workgroup will provide support, critique, and feedback to each member to assist in the development of the major assignments of the course. Students will be evaluated on their contributions to their research workgroup.

Module Quizzes
Short quizzes on key ideas are included within each module.

Research Ideas
Bring two research ideas to class (see course calendar below; advisor and/or chair approval). Please be prepared to discuss the idea in groups. Consider the following for group discussion (a) what is the problem, (b) can the problem be measured, (c) how will you measure the problem, and (d) what is the significance of the problem to your field.

**State of the Field**
Based on the approach (quantitative, qualitative, or mixed-methods) you have selected from class meeting one and two, select one journal in your field. Define your field in any way that you choose. Examine the journal (year 2021) for the approach you have selected. Write a 3-4 page report on the status of the chosen approach. Consider topics addressed, authors, methods used, trends, explanations of approaches etc. Make page 5 your reference page. The report is to be typed, double spaced (12 pt font, 1-inch margins). There is an example report in Canvas.

**Introduction, Mini-Literature Review, Theoretical Framework, Purpose Statement, and RQS/OBJS/Hypothesis**
Develop a mini-literature review, a full introduction, purpose statement, research questions/objectives/hypothesizes from one of the research ideas (advisor and/or chair approval). The assignment is to be typed, double spaced (12 pt font, 1 inch margins). Please see below for page requirements. This assignment will be the foundation for the Research Prospectus assignment. The guidelines for this assignment will be provided via the grading rubric. Each member of the Research Workgroup will evaluate and provide feedback on the assignment of the other members of the Research Workgroup.

Introduction (2-3 pages)
Literature review (4-6 pages)
Theoretical Framework (2-3 pages)
Purpose statement, RQS/OBJS/HYPO (1/2 page)

**Research Prospectus – 1st Submission**
A research prospectus, essentially a preliminary mini-proposal, outlining a research study you wish to conduct and the rationale and methodology behind it, will be developed by each student and presented to the class during the course poster session (advisor and/or chair approval). The prospectus is to be typed, double spaced (12 pt font, 1 inch margins). Please see below for page requirements. The guidelines for this assignment will be provided via the grading rubric. Each member of the Research Workgroup will evaluate and provide feedback on the research prospectus of the other members of the Research Workgroup.

Introduction (2-3 pages)
Literature review (4-6 pages)
Theoretical Framework (2-3 pages)
Purpose statement, RQS/OBJS/HYPO (1/2 page)
Methods (4-5 pages)

**Final Research Prospectus – Revised Submission & Revision Letter**
In addition to the revised prospectus, the author must also include a letter stating how comments/suggestions made on the first draft were addressed.

**Research Poster Presentation**
Develop a research poster based on the Research Prospectus assignment. The research posters will be presented during the AEC Research Poster Session. The guidelines for this assignment will be provided via the grading rubric and the call for posters.
<table>
<thead>
<tr>
<th>COURSE ASSIGNMENTS</th>
<th>Points</th>
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<tbody>
<tr>
<td>Research Workgroup</td>
<td>50</td>
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<tr>
<td>Module Quizzes</td>
<td>30</td>
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<tr>
<td>Research Ideas (2)</td>
<td>20</td>
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<tr>
<td>State of the Field</td>
<td>30</td>
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<tr>
<td>Literature review, TF, Introduction, Purpose statement, RQs</td>
<td>300</td>
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<tr>
<td>Research Prospectus – 1st Submission</td>
<td>20</td>
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<tr>
<td>Final Research Prospectus – Revision Letter</td>
<td>450</td>
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<tr>
<td>Research Poster Presentation</td>
<td>100</td>
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<tr>
<td><strong>Total Points</strong></td>
<td><strong>1000</strong></td>
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**Grading Scale**

- A = 930-1000
- A- = 900-929
- B+ = 860-899
- B = 830-859
- C+ = 760-799
- C = 730-759
- C- = 700-729
- D+ = 660-699
- D = 630-629
- D- = 600-629
- E = below 600

**COVID-19 SAFETY PLAN**

In response to COVID-19, the following policies and requirements are in place to maintain your learning environment and to enhance the safety of our in-classroom interactions:

- Students and instructors are required to wear a face covering (mask or similar covering) at all times they are in UF facilities. Following and enforcing these policies and requirements are all of our responsibility. Failure to do so will lead to a report to the Office of Student Conduct and Conflict Resolution.
- This course has been assigned a physical classroom with enough capacity to maintain physical distancing (6 feet between individuals) requirements. Please utilize designated seats and maintain appropriate spacing between students.
- Follow your instructor’s guidance on how to enter and exit the classroom. Practice physical distancing to the extent possible when entering and exiting the classroom. Students must maintain at least a 6-feet distance from each other as they enter and leave the room and when they are in the room.
- Students will use their own computers during the semester.
- Sanitizing supplies are available in the classroom if you wish to wipe down your desks prior to sitting down and at the end of the class.
- If a student or instructor is unable to attend the class due to illness, the course will be able to be taught in an online-only format. Class meetings will take place at specified times via Zoom.
- In the event the university has to cancel in-person instruction, class meetings will continue through Zoom.
- If you are experiencing COVID-19 symptoms (Click here for guidance from the CDC on symptoms of coronavirus), please use the UF Health screening system and follow the instructions on whether you are able to attend class. Click here for UF Health guidance on what to do if you have been exposed to or are experiencing Covid-19 symptoms.
- Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work. Find more information in the university attendance policies.

Because some class sessions of this course will be taught online, the sessions may be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the “chat” feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.
**Grades and Grade Points**
For information on current UF policies for assigning grade points, see https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

**Absences and Make-Up Work**
Requirements for class attendance and make-up exams, assignments and other work are consistent with university policies that can be found at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.

**Academic Honesty**
As a student at the University of Florida, you have committed yourself to uphold the Honor Code, which includes the following pledge: “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.” You are expected to exhibit behavior consistent with this commitment to the UF academic community, and on all work submitted for credit at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment.”

It is assumed that you will complete all work independently in each course unless the instructor provides explicit permission for you to collaborate on course tasks (e.g. assignments, papers, quizzes, exams). Furthermore, as part of your obligation to uphold the Honor Code, you should report any condition that facilitates academic misconduct to appropriate personnel. It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code. Violations of the Honor Code at the University of Florida will not be tolerated. Violations will be reported to the Dean of Students Office for consideration of disciplinary action. For more information regarding the Student Honor Code, please see: http://www.dso.ufl.edu/SCCR/honorcodes/honorcode.php.

**Software Use**
All faculty, staff and students of the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate.

**Campus Helping Resources**
Students experiencing crises or personal problems that interfere with their general well-being are encouraged to utilize the university’s counseling resources. The Counseling & Wellness Center provides confidential counseling services at no cost for currently enrolled students. Resources are available on campus for students having personal problems or lacking clear career or academic goals, which interfere with their academic performance.

- **University Counseling & Wellness Center**, 3190 Radio Road, 352-392-1575, www.counseling.ufl.edu/cwc/
  - Counseling Services
  - Groups and Workshops
  - Outreach and Consultation
  - Self-Help Library
  - Training Programs
  - Community Provider Database
- **Career Resource Center**, First Floor JWRU, 392-1601, www.crc.ufl.edu/

**Services for Students with Disabilities**
The Disability Resource Center coordinates the needed accommodations of students with disabilities. This includes registering disabilities, recommending academic accommodations within the classroom, accessing special adaptive computer equipment, providing interpretation services and mediating faculty-student disability related issues. Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation
0001 Reid Hall, 352-392-8565, www.dso.ufl.edu/drc/
## Course Calendar

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<tr>
<th>Dates</th>
<th>Topics / Learning Experiences</th>
<th>Assignment Due</th>
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<tbody>
<tr>
<td><strong>Preliminary Considerations</strong></td>
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<tr>
<td>Jan 5</td>
<td>The Selection of a Research Approach</td>
<td>None</td>
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<tr>
<td>Jan 12</td>
<td>Research Idea Feedback</td>
<td>Module #1; Quiz Research Ideas (2)</td>
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<tr>
<td>Jan 19</td>
<td>Review of Literature</td>
<td>Module #2 Quiz</td>
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<tr>
<td>Jan 26</td>
<td>The Use of Theory</td>
<td>Module #3 Quiz</td>
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<tr>
<td>Feb 2</td>
<td>Writing Strategies and Ethical Considerations</td>
<td>Module #4 Quiz; State of the Field Paper (1)</td>
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<tr>
<td><strong>Designing Research</strong></td>
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<tr>
<td>Feb 9</td>
<td>The Introduction</td>
<td>Module #5 Quiz</td>
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<tr>
<td>Feb 16</td>
<td>The Purpose Statement</td>
<td>Module #6 Quiz</td>
</tr>
<tr>
<td>Feb 23</td>
<td>Research Questions and Hypotheses</td>
<td>Module #7 Quiz</td>
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<tr>
<td>Mar 2</td>
<td>Quantitative Methods</td>
<td>Module #8 Quiz; Introduction, Mini Literature Review, Purpose Statement, and RQS/OBJS/Hypothesis</td>
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<tr>
<td>Mar 9</td>
<td>Spring Break</td>
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<tr>
<td>Mar 16</td>
<td>Research Workgroup</td>
<td>Feedback</td>
</tr>
<tr>
<td>Mar 23</td>
<td>Qualitative Methods</td>
<td>Module #9 Quiz</td>
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<tr>
<td>Mar 30</td>
<td>Mixed Methods</td>
<td>Module #10 Quiz</td>
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<tr>
<td>Apr 6</td>
<td>No class meeting – submit prospectus online</td>
<td>Research Prospectus – 1st Submission</td>
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<tr>
<td>Apr 13</td>
<td>Research Workgroup</td>
<td>Research Prospectus Feedback</td>
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<tr>
<td>Apr 20</td>
<td>Research Prospectus Poster Session</td>
<td>Research Poster</td>
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<tr>
<td>Apr 27</td>
<td>No class meeting</td>
<td>Submit Final Research Prospectus w/letter</td>
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