

Research Strategies in Agricultural Education &

Communication

AEC6767

Spring 2025 – 3 Credit Hours

# Instructor

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Associate Professor

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Office location: 307A Rolfs Hall

# Class Times Location

Wednesday Periods 6-8 (12:50 – 3:50) 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.

# Requirements

## Textbook:

Creswell, J. W., & Creswell, J. D. (2018). Research design. (5th Edition). Sage Publications Inc. ISBN 9781506386706

American Psychological Association. (2020). Publication manual of the American Psychological Association. (7th Edition). American Psychological Association. ISBN 9781433832178

Frey, B. B. (2016). There’s a stat for that. Sage Publications Inc. ISBN 9781483318752

## Technology:

To succeed in this course, you must have access to the following technology:

* Desktop Computer or Laptop
* Audio Capabilities
* Webcam and Microphone for synchronous sessions
* Microsoft Word - [Microsoft 365 basics video training](https://nam10.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsupport.microsoft.com%2Fen-us%2Foffice%2Fmicrosoft-365-basics-video-training-396b8d9e-e118-42d0-8a0d-87d1f2f055fb&data=05%7C01%7Cbrooke.brammer%40ufl.edu%7Cfa687a99f8814d9457ff08db03a74f10%7C0d4da0f84a314d76ace60a62331e1b84%7C0%7C0%7C638107789339169026%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=TLW6NUAxqahJlebtSJzmI6gGZFi5bvKksQmj7nOsgPA%3D&reserved=0)
* Adobe Reader - [Acrobat tutorials](https://nam10.safelinks.protection.outlook.com/?url=https%3A%2F%2Fhelpx.adobe.com%2Facrobat%2Ftutorials.html&data=05%7C01%7Cbrooke.brammer%40ufl.edu%7Cfa687a99f8814d9457ff08db03a74f10%7C0d4da0f84a314d76ace60a62331e1b84%7C0%7C0%7C638107789339169026%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=hZA7%2FIKCV%2BzbSPu2MjomDnxCbI5usbBdV2%2FMV9lzRso%3D&reserved=0)
* Zoom - [Zoom Privacy Policy](https://explore.zoom.us/en/privacy/)
* Internet Connection with access to Canvas
* Canvas is the course management system at the University of Florida in which students will find course content, links to video lectures, assignments, quizzes, discussions, and grades. The use of this system will vary by instructor, but the following videos describe the most common tools in Canvas. The [full student guide](https://nam10.safelinks.protection.outlook.com/?url=https%3A%2F%2Fcommunity.canvaslms.com%2Ft5%2FStudent-Guide%2Ftkb-p%2Fstudent&data=05%7C01%7Cbrooke.brammer%40ufl.edu%7Cfa687a99f8814d9457ff08db03a74f10%7C0d4da0f84a314d76ace60a62331e1b84%7C0%7C0%7C638107789339325259%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=584OMZNA3VDOhfbJir6w2cQXUz118ncUvLFwjg063fw%3D&reserved=0) is provided if you have additional questions.
* View [Canvas Privacy Policy](https://nam10.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.canvaslms.com%2Fpolicies%2Fprivacy&data=05%7C01%7Cbrooke.brammer%40ufl.edu%7Cfa687a99f8814d9457ff08db03a74f10%7C0d4da0f84a314d76ace60a62331e1b84%7C0%7C0%7C638107789339325259%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=MZOYIJ9jHRaqebfqNW15YE%2F6T%2Biy6S6znresFJaVMrQ%3D&reserved=0)
* **Web Browser - Chrome** is the preferred browser for Canvas. If you do not have Chrome, you can [download it.](https://nam10.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.google.com%2Furl%3Fsa%3Dt%26rct%3Dj%26q%3D%26esrc%3Ds%26source%3Dweb%26cd%3D2%26cad%3Drja%26uact%3D8%26sqi%3D2%26ved%3D0CDYQjBAwAQ%26url%3Dhttps%253A%252F%252Fsupport.google.com%252Fchrome%252Fanswer%252F95346%253Fhl%253Den%26ei%3D16T0U_61AZWAygT1vYHoAQ%26usg%3DAFQjCNHFiowHAaPSkTUo-EyAOIeZWDPSCw%26sig2%3DulcujkhFWJawLyO6J0SvpA%26bvm%3Dbv.73231344%2Cd.aWw&data=05%7C01%7Cbrooke.brammer%40ufl.edu%7Cfa687a99f8814d9457ff08db03a74f10%7C0d4da0f84a314d76ace60a62331e1b84%7C0%7C0%7C638107789339325259%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=NJn3IJOjWwtZLgxmHrwwCiuh0EKyquERtWcT9Vs%2FKus%3D&reserved=0)
* University of Florida Email
* Students are expected to check their my.ufl emails daily. View the [Student Computing Requirements](https://it.ufl.edu/policies/student-computing-requirements/) page for information on technology requirements and expectations.

## Minimum Technical Skills:

Minimum technical skills required:

* Proficiency in utilizing Canvas and navigating the internet effectively.
* Competence in using email for communication purposes, including sending and receiving messages and managing attachments.
* Familiarity with commonly used word processing applications (such as Microsoft Word or Google Docs), including the ability to create, edit, and format documents.
* Basic computer skills, including understanding fundamental operations like file management, using menus and toolbars, and navigating between different applications.
* Ability to perform online research using a variety of search engines and library databases.

# Assignments

## Assignment Points & Explanation:

**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.

**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.

## Course Grading:

|  |  |
| --- | --- |
| **COURSE ASSIGNMENTS**  | **Points**  |
| Research Workgroup  | 150  |
| Module Quizzes  | 30  |
| Research Ideas (2)  | 20  |
| Literature review, TF, Introduction, Purpose statement, RQs  | 300  |
| Research Prospectus – 1st Submission  | 50  |
| Final Research Prospectus – Revision Letter   | 450  |
| **Total Points**  | **1000**  |

### Grading Scale

| A = 930-1000 | C+ = 760 – 799 | F = Below 600 |
| --- | --- | --- |
| A- = 900 – 929 | C = 730 – 759 |  |
| B+ = 860 – 899 | C- = 700 – 729 |  |
| B = 830 – 859 | D+ = 660 – 699 |  |
| B- = 800 – 829 | D = 630 – 659 |  |
|  | D- = 600 – 629 |  |

Further information about UF grading policies can be found here:

<https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>

## Reading & Assignment Schedule:

{Insert your reading and assignment schedule here. If using a table, be reserved with using split cells, they make it more difficult for screen readers to bounce through. You can test the ease of this by using the tab function on your keyboard to tab through the table and see how it moves}

# Academic Integrity

## UF’s Academic Honesty Statement:

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 dishonesty to the instructor, department chair, college dean or Student Honor Court. **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: [UF Student Code of Conduct Webpage.](https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/)

## Plagiarism:

Plagiarism includes taking **verbatim phrases of *just a few words***without permission or full attribution. It includes ***quoting too much*** from your sources, thereby substituting their expression for your own, orquoting too much from one source, effectively taking more than a *fair use*of their work. **Over quoting (direct quotes)**comprising more than 10% of any assignment will be considered plagiarism. Plagiarism includes ***unique expression***, which can be a phrase of a few words or a simple moniker. Our writing is mostly *our own expression*.  When writing for science and business, we base our work on **facts**obtained from a variety of **credible sources.** We give credit where it is due. We **cite our sources** so others can access the information we present. When appropriate, we very carefully, ethically, and lawfully use others’ expression of that information. We obtain permission to use our sources’ expression or give full credit for a *limited, fair use,*including direct quotes.

# Attendance Policies

Requirements for class attendance and make-up exams, assignments and other work are consistent with university policies that can be found at: [UF Attendance Policies.](https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/).

# Institutional Policies

## Recording Statement

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.
A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or guest lecturer during a class session. Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another
student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code. [UF IN-CLASS RECORDING](https://aa.ufl.edu/policies/in-class-recording/)

## 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. [UF ACCEPTABLE USE POLICY](https://it.ufl.edu/it-policies/acceptable-use/acceptable-use-policy/#:~:text=IT%20users%20may%20not%20use,belong%20to%20UF%20or%20not)

## Course Evaluations

Student assessment of instruction is an important part of efforts to improve teaching and learning. At the end of the semester, students are expected to provide feedback on the quality of instruction in this course using a standard set of university and college criteria. Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at: <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens and can complete evaluations through the email, they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at: <https://gatorevals.aa.ufl.edu/public-results/>

# Student Services

## Health & Wellness

* U Matter, We Care
* If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit [U Matter, We Care website](https://umatter.ufl.edu/) to refer or report a concern and a team member will reach out to the student in distress.
* Counseling and Wellness Center
* Visit the [Counseling and Wellness Center website](https://counseling.ufl.edu/) or call 352-392-1575 for information on crisis services as well as non-crisis services.
* 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.
* Student Health Care Center
* Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the [Student Health Care Center website.](https://shcc.ufl.edu/)
* University Police Department
* Visit [UF Police Department website](https://police.ufl.edu/) or call 352-392-1111 (or 9-1-1 for emergencies).
* GatorWell Health Promotion Services
* For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the [GatorWell website](https://gatorwell.ufsa.ufl.edu/%22%20/t%20%22_blank%22%20%5Ct%20%22_blank) or call 352-273-4450.

## Academic Resources

* E-learning technical support
* Contact the [UF Computing Help Desk](https://helpdesk.ufl.edu/) at 352-392-4357 or via e-mail at helpdesk@ufl.edu.
* [Career Connections Center](https://career.ufl.edu/)
* Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.
* [Library Support](https://uflib.ufl.edu/)
* Various ways to receive assistance with respect to using the libraries or finding resources.
* [Teaching Center](https://academicresources.clas.ufl.edu/)
* Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring.
* [Writing Studio](https://writing.ufl.edu/writing-studio/)
* 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.
* Student Complaints On-Campus
* Visit the [Student Honor Code and Student Conduct Code webpage](https://sccr.dso.ufl.edu/policies/student-honor-%20code-student-conduct-code/) for more information.
* On-Line Students Complaints
* View the [Distance Learning Student Complaint Process.](https://www.ombuds.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, [UF Disability Resource Center.](https://disability.ufl.edu/)

[Canvas Accessibility Standards](https://community.canvaslms.com/t5/Canvas-Basics-Guide/What-are-the-Canvas-accessibility-standards/ta-p/1564)

[Zoom Accessibility Information](https://explore.zoom.us/en/accessibility/)

# Course Calendar

|  |  |  |
| --- | --- | --- |
| Dates  | Topics / Learning Experiences  | Assignment Due  |
| Preliminary Considerations  |
| Jan 15  | The Selection of a Research Approach  | None  |
| Jan 22  | Research Idea Feedback  | Module #1; Quiz Research Ideas (2)  |
| Jan 29  | Review of Literature  | Module #2 Quiz  |
| Feb 5  | The Use of Theory  | Module #3 Quiz  |
| Feb 12  | Writing Strategies and Ethical Considerations  | Module #4 Quiz;  |
| Designing Research  |
| Feb 19  | The Introduction  | Module #5 Quiz  |
| Feb 26  | The Purpose Statement  | Module #6 Quiz  |
| Mar 5   | Research Questions and Hypotheses   | Module # 7 Quiz  |
| Mar 12  | Quantitative Methods  | Module #8 Quiz; Introduction, Mini Literature Review, Purpose Statement, and RQS/OBJS/Hypothesis  |
| Mar 19  | Spring Break  |
| Mar 26  | Research Workgroup   | Feedback  |
| Apr 2  | Qualitative Methods  | Module #9 Quiz  |
| Apr 9  | Mixed Methods  | Module #10 Quiz  |
| Apr 16  | *No class meeting – AIAEE Conference*  | Research Prospectus – 1st Submission  |
| Apr 23  | Research Workgroup  | Research Prospectus Feedback  |
| Apr 25  | No class this is a Friday for Submission only 11:59 pm – Submit Final Research Prospectus w/letter  | Submit Final Research Prospectus w/letter  |