

| Manage Application: Textbook Transformation Grants: Round Eleven



**Internal Submission  
Deadline:**

**Application Title:** 362

**Application ID:** 002088

**Submitter First Name:** Lindsey

**Submitter Last Name:** Hand

**Submitter Title:** Lecturer of Communication and Media

**Submitter Email Address:** lhand4@kennesaw.edu

**Submitter Phone  
Number:** 470-578-2516

**Submitter Campus Role:** Proposal Investigator (Primary or additional)

**Applicant First Name:** Lindsey

**Applicant Last Name:** Hand

**Applicant Email Address:** lhand4@kennesaw.edu

**Applicant Phone Number:** 470-578-2516

**Primary Appointment  
Title:** Lecturer of Communication and Media

**Institution Name(s):** Kennesaw State University

**Co-Applicant(s):** Dr. Erin Ryan, Karen Sichler

**Submission Date:** Tuesday, January 23, 2018

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**Proposal Title:** 362

**Proposal Category:** No-Cost-to-Students Learning Materials

**Final Semester of  
Instruction:** Fall 2018

**Are you using an OpenStax textbook?:** No

**Team Members (Name, Email Address):** Lindsey J. Hand, lhand4@kennesaw.edu  
 Dr. Erin Ryan, eryan3@kennesaw.edu  
 Karen Sichler, ksichler@kennesaw.edu

**Sponsor, (Name, Title, Department, Institution):** Barbara Gainey, Director, School of Communication and Media, Kennesaw State University

**Course Names, Course Numbers and Semesters Offered:** Communication Sources and Investigation -\_COM2020 (all sections and all semesters beginning Fall 2019)

**List the original course materials for students (including title, whether optional or required, & cost for each item):** Required book:  
 Rubin, R., Rubin, A, & Haridakis, P. (2010). Communication Research: Strategies and Sources, 7th Edition. Boston, MA: Wadsworth Cengage Publishing. **(\$130.50)**

Recommended materials:  
 Publication Manual of the American Psychological Association, 6th Edition **(\$33.15)**

OR

Owl Purdue APA Formatting Website  
 (<https://owl.english.purdue.edu/owl/resource/560/10/>) **(free)**

**Average Number of Students per Course Section:** 49

**Number of Course Sections Affected by Implementation in Academic Year:** 17

**Average Number of Students Per Summer Semester:** 71

**Average Number of Students Per Fall Semester:** 373

**Average Number of Students Per Spring Semester:** 383

**Total Number of Students Affected by Implementation in Academic Year:** 827

**Requested Amount of Funding:** \$27,300

**Original per Student Cost:** \$130.50

**Post-Proposal Projected Student Cost:** \$25

**Projected Per Student Savings:** \$105.50

**Projected Total Annual Student Savings:** \$87,248.50

**Creation and Hosting  
Platforms Used ("n/a" if  
none):** n/a

**Project Goals:** The main goal of COM2020 is to teach communication students the basics of communication research, which includes instruction on strategic library searches, understanding and analyzing peer-reviewed articles from scholarly journals, how to write a literature review, and how to properly use APA style. Project goals include the following:

1. Provide students with a low-cost alternative to traditional introductory communication research textbooks by providing students with a digital, interactive textbook;
2. Provide the KSU School of Communication and Media with a standardized course format that ensures students will receive quality instruction on the basics of communication research, resulting in student success throughout the duration of their college career as communication studies students;
3. Transform the pedagogical approach of this course by providing a textbook that will require students to actively engage in research as they read through the text. Students will be asked to complete exercises as they learn, which will directly contribute to their final paper assignment and research process;
4. Contribute to undergraduate communication research pedagogy by producing a textbook that can be used in any introductory course on communication research.

**Statement of The Transformation**

While textbooks on communication research methods are plentiful, textbooks on the basics of academic writing and research within the field of communication are difficult to find. The few textbooks that are available on the basics of communication research are typically quite expensive (over \$100), and these texts are also a bit outdated and in need of revision. For instance, the most current edition of the text used in COM2020 was published in 2010, and much of the information on online databases, online searches, and useful online resources is in need of updating. This project will transform the pedagogical approach to teaching undergraduate communication research by providing students with a hands-on experience in a digital platform. This text will walk each student through the process of writing a literature review, which will include narrowing a topic, creating a research strategy, becoming familiar with commonly used databases in communication studies, identifying a research question, forming hypotheses, writing without bias, critically analyzing academic works, and writing in APA format.

Additionally, standardizing the course will be included in this transformation. COM2020 is required for all communication studies students. The course is intended to prepare students for their courses in communication studies students and for classes that will require academic writing and research. By providing an interactive textbook that guides students through the research process, COM2020 will be more uniform and standardized. Standardizing the course will ensure that students receive the instruction necessary to succeed as communication studies students and scholars. By providing a fairly uniform experience in this introductory course, students will have a good foundation and understanding of communication research, preparing each student for success.

**Stakeholders**

Stakeholders that will be affected by this transformation will include all students within the School of Communication and Media, all faculty that teach COM2020, and all faculty that teach research-based courses within the School of Communication and Media.

The most notable and most important stakeholder affected by this transformation is the student body within the School of Communication and Media. Every single student that majors in communication is required to take COM2020. Because this is a required course intended to prepare students for the rest of the program, students should receive the best instruction possible at the lowest possible cost. Currently, the options for introductory communication research texts are outdated and costly. We see this project as the answer to each of these issues. By providing students with a quality text that not only informs but guides students through the research process, we will be preparing them for success as communications studies students.

Faculty who teach COM2020 will also be affected by this transformation. The interactive textbook is indented to compliment the objectives and structure of the course, providing faculty with a template to course development. The hope is that by providing a quality text that incorporates up-to-date resources and information, instructors will not have to spend as much time seeking out resources and materials needed to supplement the current textbook used in the course.

Faculty who teach research-based courses will also benefit from this project as well. Students will enter into these classes better prepared and with an understanding of the basics of communication research, which is needed to succeed in these courses. The hope is that faculty teaching these courses will not have to spend extra time teaching concepts and skills that should have been learned in COM2020.

The department as a whole is expected to benefit as well. We expect this transformation to better prepare students, resulting in higher grade point averages as well as higher retention and graduation rates within the School. Our hope is that other communication departments will also be able to use this textbook in their introductory communication research courses.

**Transformation Action Plan:** The following actions will be taken by the team in order to transform all sections of COM2020 into a standardized course that incorporates an interactive, digital textbook on communication research:

- Create a standardized syllabus that requires students to follow the textbook exercises that relate to course assignments, which will include narrowing a topic, finding preliminary sources, writing an introduction, writing a literature review section, writing an analysis section, writing a conclusion, writing an abstract, and writing in APA style;
- Research and compile sources that will contribute to the content on communication research in the digital textbook;
- Research and identify open source content that can possibly be used for the book's interactive content/exercises;
- Develop exercises for each week that will require students to engage in research and work on their final paper;
- After completing the research and resource compilation process, write a textbook as a team that includes an overview of the basics of communication research that provides students with an interactive learning experience;
- Update the online sections of this course in D2L to ensure online sections are receiving the same instruction as face-to-face sections.

**Table 1. Team Member Responsibilities**

Team Member	Responsibilities
Dr. Erin Ryan	Coordinate project activities, subject matter expert, director of instruction, instructor of record
Karen Sichler	Coordinate project activities, subject matter expert, director of instruction, instructor of record
Lindsey Jo Hand	Coordinate project activities, subject matter expert, director of instruction, instructional design, instructor of record

**Quantitative & Qualitative Measures:**

- **Measure 1—Learning Objective Success**
  - This will be measured by giving students a short pretest at the beginning of the course and then a posttest at the end of the course to assess whether knowledge has increased.
  - The learning objectives include the goal of students learning to successfully write a literature review. Instructors of COM2020 will be given a short, quantitative survey to assess whether these objectives were met overall.
- **Measure 2—Drop, Fail, Withdraw Delta Rate**
  - Drop, fail, and withdraw rates from years 2016 and 2017 will be used as a baseline and compared to rates of courses using the interactive textbook. The structure and ease of using the interactive text is expected to decrease drop, fail and withdraw rates and increase course retention rates.
- **Measure 3—Average Course Grades**
  - Average course grades from 2016 and 2017 will be used as a baseline and compared to the average grades of courses using the interactive textbook.

**Qualitative**

- At the end of the posttest, students will be asked for their feedback on their experience using the interactive, digital textbook. These questions will be open-ended.
- Comments from instructor evaluations will be reviewed for feedback on the course structure and textbook.
- After the first semester of implementation, COM2020 faculty will be given an open-ended survey asking for feedback on their experience teaching with the interactive, digital textbook.
- All feedback will be confidential and anonymous.

**Timeline:**

**Table 2. Major Milestones**

Milestone Dates	Milestone
3/26/2018-1/14/2019	This time is allotted for researching and writing the textbook
7/16/2018	Complete gathering of baseline data
1/14/2019	Book complete and sent for peer review
4/15/2019	Necessary revisions to book made
6/10/2019	Syllabus, weekly lessons, and materials updated/revised in D2L (course transformation complete)

8/12/2019	New course goes live (first semester implementation)
8/23/2019	Course pretests are due
12/13/2019	Course posttest are due
12/13/2019	Instructor surveys due
1/13/2020	Complete analysis of collected data
1/17/2020	Submit report

**Budget:** The majority of the funding will go toward compensation of team members' work and activity beyond their normal teaching, service, and research duties. Each team member is expected to contribute the same amount of time on the project. Services from the UNGP will be used as well to ensure the book is thoroughly developed, edited, and peer reviewed. The amount requested for UNGP Services is based on the quotes given in the UNGP Services worksheet provided in the RFP.

Item	Cost
Team Members	3 * \$6,500 = \$19,500
Travel	\$800
UNGP Services	\$7,000
<b>TOTAL</b>	<b>\$27,300</b>

**Sustainability Plan:** The book will be reviewed for yearly updates to ensure the text remains current. Due to the digital platform, the updates to the interactive textbook will be easily implemented. The team members will continue with their service to a committee specifically formed to address the transformation of this course and will monitor the course closely and make changes accordingly. The team members will also utilize the University's instructional design team and IT department if maintenance or major changes are required.