I. Course Description:

Whether for better or worse, the Internet has had an undeniable influence on humanity. The Internet is, indeed, a pervasive element in modern society. For the vast majority of users, the Internet is simply a medium for communication, commerce, information, and entertainment. But, for a few of us, the Internet is a research tool that has opened a variety of new avenues for studying social phenomena and even birthing entirely new fields of research as the integration of computer and network technologies have become an increasingly pervasive element of human life.

This is a research methodology course, substantive content will be covered, too, but the primary focus of this course is to teach you how the Internet can be leveraged for research purposes. The course is broken up into four units: Unit 1 is a crash course in general research methodology. Unit 2 covers classic research methods as they have migrated online. In Unit 3 we will get into “native digital” methods that have emerged as the Internet has expanded across the globe. In our fourth and final course unit focuses on social media.

II. Course Requirements and Graded Evaluation

(2.1) Textbooks
This class does not use textbooks. Instead, we will be using open-source material freely available on the Web. After all, this is an online class about how to use the Internet for research purposes.

(2.2) Assessment
As a summer course, time will feel more scarce than usual. We are cramming an entire semester into eight (8) weeks. This class features three (3) major assessments and four (4) minor assessments. Major assessments are each worth 20% of your final grade and involve applying the concepts and methods covered in the course. The minor assessments are also research oriented, but primarily focus on specific tasks necessary to conducting professional research and account for 40% of your final grade.

(2.3) Grading
All grades (including final grades) will be assigned following the system depicted below. You must earn a C or higher to pass this class. Grades will not be curved.

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<tr>
<th>Grade</th>
<th>Minimum Score</th>
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<tr>
<td>A</td>
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<td>A-</td>
<td>90</td>
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<tr>
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<td>88</td>
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<td>B</td>
<td>84</td>
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<td>C-</td>
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<td>D</td>
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<td>F</td>
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III. Class Policies

(3.1) **Disability Disclosure Statement**
Abled-ness should not impede your intellectual development. Please get in touch with me (Dr. Glas) about any accommodations you need in the classroom and for exams. We have some amazing resources for you here at UGA. For testing accommodations please contact the Disability Resource Center (DRC) as soon as possible. For more information please check out the DRC’s website ([www.uga.drc.edu](http://www.uga.drc.edu)). The DRC is located at 825 Lumpkin Street (Clark-Howell Hall) and can be contacted by phone at 706.542.8719.

(3.2) **Late Assignments**
Late assignments will be accepted with a penalty of ten points for each calendar day late.

(3.3) **Cheating and Academic Misconduct**
Violations of the academic dishonesty rules are grounds for receiving an “F” in the course as well as possible expulsion from the university. If you have any questions about what constitutes cheating, academic misconduct, or plagiarism, please examine the university policy and/or ask the instructor.

(3.4) **Problems and Emergencies**
If a problem or emergency arises that prevents you from completing coursework please contact me as soon as possible.

(3.5) **Withdraw Policy**
Be advised that the last day to withdraw from a course without failing is Wednesday, July 3rd. All students who withdraw after this date will receive a “WF”.
IV. Course Schedule¹

Important Administrative Dates for the Summer Thru-Session

Thursday, June 6th – First Day of Classes

Wednesday, June 12th – Last Day of Drop/Add

Wednesday, June 19th – Juneteenth Observation (No Classes)

Thursday, July 4th – Independence Day (No Classes)

Wednesday, July 3rd – Withdrawal Deadline

Wednesday, July 31st – Last Day of Classes

Unit 1: Fundamentals of Research Methodology: A Crash Course

Week 1 (June 6th & 7th): Designing Empirical Research

*Franco et al, Chapters 5 & 6*


Minor Assessment #1: Introducing Yourself

Week 2 (June 10th – 14th): Data Collection and Measurement

See eLC Content Folder

Unit 2: The Internet and Online Political Science Research

Week 3 (June 17th – June 21st): The Internet and Online Research

Shuler, Russ. 2002. How Does the Internet Work? (link in eLC)


Content Folder on eLC

Minor Assessment #2: Working with Canned Data

¹ This is a general course outline, some deviations may be necessary.
Week 4 (June 24th – 28th): Online Survey Research


Major Assessment #1: Sampling and Online Survey Assignment

Unit 3: Down the Rabbit Hole

Week 5 (July 1st – 5th): Web Activity as Data


Minor Assessment #3: Web Analytics Assignment

Week 6 (July 8th – 12th): Hyperlink Network Analysis


Major Assessment #2: Hyperlink Network Analysis Assignment
Unit 4: Social Media

Week 7 (July 15th – 19th): Experimentation on Social Media


Minor Assessment #4: Redesigning Social Media Research Assignment

Week 8 (July 22nd – 31st): Social Media Network Analysis


Major Assessment #3: Social Media Network Analysis