







MEDIATION & MODERATION MODELS

CAS 892 - 308

COURSE INSTRUCTORS	DR. SALEEM ALHABASH	DR. ANASTASIA KONONOVA
	CAS 313	CAS 319
	(517) 432-2178	(517) 432-5129
	sa@msu.edu	kononova@msu.edu
	JULY 14/16/18/21/23, 2014 11 AM – 2 PM CAS 239	

COURSE DESCRIPTION

This course focuses on the techniques of running conditional effects models, such as moderation, mediation, moderated mediation, mediated moderation, and serial effects models. This is a condensed course, which means that there's only so much that we can cover in five meetings. The students will acquire basic knowledge of mediation and moderation effects that will help them to develop hands-on skills in performing relevant statistical analyses. We will primarily focus on the statistical techniques of running conditional effects models using Andrew F. Hayes' PROCESS models and macros. An advanced knowledge of SPSS is required for this course; specifically, mastery of multivariate analyses (regression and ANOVA) are the bare minimum of requirements to enroll in this course. Additionally, each student is responsible for having an active SPSS license working on his/her computer, and is expected to bring the computer to every class meeting. Finally, each student is expected to come equipped with a data set that enables her/him to run conditional effects models throughout the class. In general, this is a hands-on class that is structured to benefit you in your academic pursuits.

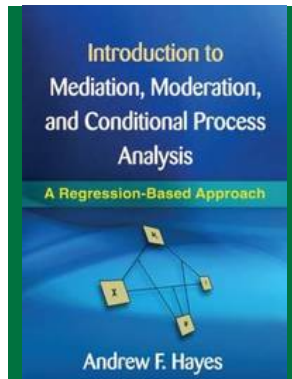
COURSE OBJECTIVES

- To introduce students to the concepts of mediation, moderation, and conditional effects
- To learn the mechanics of running conditional effects models using Andrew F. Hayes' PROCESS macros
- To learn how to report and interpret results of conditional effects model analyses

INSTRUCTION METHOD

This is a condensed, hands-on course that primarily focuses on learning statistical techniques. To achieve the course's objectives, we designed the class to include both instruction and practice. In order for the course to succeed, students must engage in class discussions and activities.

REQUIRED TEXTBOOKS



Introduction to Mediation, Moderation, and Conditional Process Analysis: A Regression-Based Approach (2013)

Hard Cover: ISBN 978-1-60918-230-4

E-Book: ISBN 978-1-4625-1127-3

The book is available for purchase online through different vendors (e.g., Amazon.com). You can also visit Dr. Hayes' website that sometimes offers publisher discounts:

<http://www.afhayes.com/introduction-to-mediation-moderation-and-conditional-process-analysis.html>

Students are required to purchase the book prior to the first class as most of the materials covered in class will be from the book.

Students are also required to have their own computers in each class and secure access to the latest version of SPSS.

You should stay abreast of research in your interest area by reading appropriate scholarly and professional journals, such as: *Communication Research*, *Journalism & Mass Communication Quarterly*, *Journal of Broadcasting & Electronic Media*, *Political Communication*, *Public Opinion Quarterly*, *Journal of Communication*, *Journal of Advertising*, *Journal of Computer-Mediated Communication*, *New Media & Society*, *CyberPsychology, Behavior, and Social Networking*, *Media Psychology*, *Public Relations Review*, *Journal of Marketing*, *Journal of Consumer Psychology*, among others.

EXPECTATIONS

READING

You are expected to complete all assigned readings before coming to class. You are also expected to come to class ready with questions that we will try to answer during the lecture.

DEADLINES

Students are required to submit their assignments according to the deadlines announced by the instructor. As this is a two-week course, no late assignments will be accepted.

INTEGRITY

You are expected to submit your own original work throughout the course. This applies to exams, assignments and papers. We take academic honesty and integrity **very seriously**. Cheating on an assignment/exam, plagiarizing an assignment/paper, or any other form of academic dishonesty will, at the least, result in failing the assignment, possibly failing the class, along with proper documentation with MSU's Graduate School. Let me know, as soon as possible, if you have any questions about these matters.

COURSE REQUIREMENTS

ASSIGNMENTS

We will have three assignments in this course. These are data analysis and reporting assignment. Data sets for all assignments will be provided by the instructors, and time will be allocated in each class for consultation with the instructors about the assignments.

PARTICIPATION

You are expected to participate in class discussions and in-class group activities.

FINAL PROJECT

For the final project, you will be asked to analyze data from a study that you have conducted or using a data set that you have been given access to. This is an individual assignment. Students are required to secure a data set that can lend itself to mediation/moderation/condition effects modeling. For this report, you are required to provide a brief review of relevant literature (with hypotheses/research questions); a brief description of the method used in the study (study design); operationalization of IVs, DVs, mediators, and moderators; stimuli; and procedure. You are also required to report the results of mediation/moderation analysis.

4

MEDIATION & MODERATION MODELS

[CAS 892-308]

GRADES

GRADING RUBRIC	ITEM	POINTS	%
	Assignments [3 assignments x 15 pts.]	45 pts.	45%
	Participation	5 pts.	5%
	Final Project	50 pts.	50%
	TOTAL	100 pts.	100%

GRADING SCALE	Grade	Percentage Range
	4.0	90% – 100%
	3.5	85% – 89.9%
	3.0	80% – 84.9%
	2.5	75% – 79.9%
	2.0	70% – 74.9%
	1.5	65% – 69.9%
	1.0	60% – 64.9%
	0.0	Below 60%

TENTATIVE COURSE SCHEDULE

This is a tentative schedule of the course. The course outline, reading assignments and requirements are subject to change at the discretion of the instructor.

MONDAY <i>July 14, 2014</i>	COURSE INTRODUCTION, CONCEPTUAL REVIEW
READINGS	<ul style="list-style-type: none"> Chapters 1-3; Chapter 6 (pp. 166-172) Baron, R. M. & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. <i>Journal of Personality and Social Psychology</i>, 51(6), 1173-1182. http://www.fdeuw.unimaas.nl/meteor/EDEN/Mike%20Brady/Baron%20and%20Kenny.pdf
ASSIGNMENTS	<ul style="list-style-type: none"> IN-CLASS: Present data set for the final project
WEDNESDAY <i>July 16, 2014</i>	MEDIATION ANALYSIS
READINGS	<ul style="list-style-type: none"> Chapters 4 & 5
ASSIGNMENTS	<ul style="list-style-type: none"> NONE
FRIDAY <i>JULY 18, 2014</i>	MODERATION ANALYSIS
READINGS	<ul style="list-style-type: none"> Chapters 7 & 8
ASSIGNMENTS	<ul style="list-style-type: none"> Assignment #1: Mediation Analysis: due @ beginning of class [hard copies and emailed soft copies of assignment and output]

MONDAY <i>July 21, 2014</i>	CONDITIONAL PROCESS ANALYSIS
READINGS	<ul style="list-style-type: none"> ● Chapter 10
ASSIGNMENT	<ul style="list-style-type: none"> ● Assignment #2: Moderation Analysis: due @ beginning of class [hard copies and emailed soft copies of assignment and output] ● Assignment #3: Conditional Process Analysis: due @ end of class [email soft copies of assignment and output]
WEDNESDAY <i>July 23, 2014</i>	PROJECT PRESENTATIONS
READINGS	<ul style="list-style-type: none"> ● NO READINGS
ASSIGNMENT	<ul style="list-style-type: none"> ● FINAL PROJECT report [hard copies and email soft copies of project, data set, and outputs] ● Final Project High-Density Session: Each student will prepare a 3-minute presentation about his/her project as well as a poster.

COURSE POLICIES

● **ACADEMIC INTEGRITY**

Along with certain rights, students also have the responsibility to behave honorably in an academic environment. The MSU Code of Student Conduct states that it is a violation to engage in academic dishonesty, plagiarism, cheating or a misuse of academic resources. Personal integrity, professional attitude and conduct, and a mutual respect for a diversity of viewpoints and values are expected in this class. Any violations of academic integrity will be penalized with a failing grade on the assignment and/or the entire course. All violations will be reported to MSU's Graduate School.

● **READING ASSIGNMENT**

You're expected to thoroughly complete all reading assignment **before each class**. Some of this material might be "dry," but it is important that you complete the assigned readings and be prepared to participate in class discussions.

● **MISCONDUCT**

Please be courteous to the instructor and fellow students throughout the different online interactions and discussion. You are expected to act professionally throughout the course. In addition, you need to illustrate collegial and collaborative spirit while working on the final group project.

● **STUDENTS WITH DISABILITIES**

Students with disabilities should contact OPHS (Disability Resource Center), 120 Bessey Hall or by phone 353-9462 (voice) or 355-1293 (TTY) for evaluation of need for reasonable accommodation, if any.

● **COMMUNICATION OF CLASS CHANGES**

All communication will be carried out using MSU email. No course management system will be used.