Cover Sheet: Request 11350

MMC XXXX

Info

Process	Course|New|Ugrad/Pro
Status	Pending
Submitter	Spiker,Theodore D tspiker@jou.ufl.edu
Created	12/12/2016 4:21:37 PM
Updated	1/12/2017 8:08:34 PM
Description of request	New 1-credit course: Data Literacy for Communicators

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Journalism 012304000	Spiker, Theodore D		12/12/2016
No document changes					
College	Approved	JOU - College of Journalism and Communications	Weigold, Michael Fredrick		12/16/2016
No document changes					
University Curriculum Committee	Comment	PV - University Curriculum Committee (UCC)	Cacciatore, Amber S	Added to the January agenda.	12/19/2016
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			12/19/2016
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

Course|New for request 11350

Info

Request: MMC XXXX
Description of request: New 1-credit course: Data Literacy for Communicators
Submitter: Griffith,Casey Todd cgriffith@aa.ufl.edu
Created: 1/13/2017 1:23:23 PM
Form version: 2

Responses

Recommended PrefixMMC
Course Level 2
Number XXX
Category of Instruction Introductory
Lab Code None
Course Title Data Literacy for Communicators
Transcript Title Data Literacy for Com
Degree Type Baccalaureate

Delivery Method(s) On-Campus
Co-Listing No

Effective Term Earliest Available
Effective Year Earliest Available
Rotating Topic?No
Repeatable Credit?No

Amount of Credit1

S/U Only?No
Contact Type Regularly Scheduled
Weekly Contact Hours 1
Course Description This course in numeracy enables you to become data-literate – to use, evaluate and communicate numbers in situations commonly faced in advertising, journalism, public relations and telecommunications.
Prerequisites None
Co-requisites None
Rationale and Placement in Curriculum SLO data shows that journalism students are not prepared to understand data in the context of media and communications scenarios. This course will help students learn practical application for numbers in media and communications industries.
Course Objectives Objectives
By the end of the course, you should be able to:
- Communicate numbers and basic statistics to an audience.
- Appraise the validity of statements employing numbers.
- Critique and summarize public opinion surveys.
- Distinguish between random events and meaningful patterns.
- Evaluate assertions about causation, evidence, theory and risk.
- Interpret tables, charts and data visualizations.
- Simplify and contextualize large or complicated numbers.
- Identify cognitive biases that shape interpretation of numbers.
- Detect and avoid common forms of number abuse.
- Use a spreadsheet to calculate, sort, filter and pivot numbers.

Course Textbook(s) and/or Other Assigned Reading "Damned Lies and Statistics," updated edition, by Joel Best. University of California Press, 2012. ISBN: 978-0520274709 (links to Amazon and Barnes & Noble)

Weekly Schedule of Topics

1   January 4   Introduction   Gaining numerical confidence

2   January 11   Evaluating Data   Evidence, proof, theory, hypothesis, limitations: how to decide what information is credible in your reporting and information consumption

3   January 18   Average   Correctly using mean, median and mode in data-based coverage

4   January 25   Percent   Portion, change, points, percentile, quartile. Tracking government/business performance

5   February 1   Simplify   Spatial comparisons, per capita, rates, ratios in coverage

6   February 8   Polling Sampling error, survey techniques, election polling

7   February 15   Probability & Risk   Relative risk, regression to the mean, gambler's fallacy

8   February 22   Midterm

9   March 1   Number Biases   Relativity, price, anchoring, availability

        March 8   (spring break)

10   March 15   Communicating Data Communicating numbers in word and speech in communications fields and media

11   March 22   Correlation   Causation, measurement scales, variable types

12   March 29   Visuals Interpreting tables and charts, discerning error

13   April 5 Spreadsheet 1   Manipulating data for storytelling: Cell formats, formulas, functions, sort

14   April 12   Spreadsheet 2   Manipulating data for storytelling 2: Filter, pivot table, importing, exporting, sharing

15   April 19   Discernment Normalization, comparisons, data skepticism

        April 27 3-5p Final Exam

Links and Policies

Academic Integrity

UF students pledge to abide by an honor code that prohibits academic dishonesty such as fabrication, plagiarism and cheating. You have an affirmative obligation to understand what constitutes academic dishonesty. You also must report to appropriate personnel any condition that facilitates academic misconduct. If you have any questions or concerns, please contact me.

When I discover cheating, my default policy is to fail all involved for the entire course and report the details to the Dean of Students Office.

Course Evaluations
Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations. You will be notified by email when the evaluations are open, typically in the last two or three weeks of the semester. Summary results are available to you and the public.

Please note that evaluations serve two purposes: They (1) help my boss evaluate my performance and (2) enable me to improve my teaching and this course for future students. So what you have to say really does matter.

Students with Disabilities
Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565) by providing appropriate documentation. Once registered, students will receive an accommodation letter, which must be presented to me when requesting accommodation. Such requests should be made as soon as possible – preferably at the start of the semester – so that I can adjust to the accommodation and therefore assist you in your learning.

Health and Wellness
Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on campus by encouraging everyone to look out for one another and to reach out for help if a person is in need.

If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by calling 352-392-1575.

The U Matter, We Care team can help connect students to many other helping resources including, but not limited to, victim advocates, housing staff, and the Counseling and Wellness Center. Asking for help is a sign of strength.

In case of emergency, call 911.

Academic Resources
•   E-learning technical support: 352-392-4357 (select option 2) or e-mail to Learningsupport@ufl.edu or reach the website.
•   For career advice and planning, or even help selecting a major or minor, contact the Career Resource Center in the Reitz Union, 392-1601.
•   For help in finding resources, ask a UF librarian through Library Support.
•   General study skills and tutoring available from the Teaching Center, Broward Hall, 392-2010 or 392-6420.
•   Have a complaint? See the UF Complaints Policy for links and directions.

Grading Scheme Grade Allocation
Weekly quizzes or assignments (low 2 drop)

45%
Midterm

25%
Final (cumulative)

30%

Attendance
Attendance is expected. Course requirements for attendance, make-up exams, assignments and other work are consistent with UF policy. The course drops the two low

quiz scores. These two drops can be for any reason. Medical documentation must be provided that follows UF policies to make up that weekly work.

For an exam, a make-up can be accommodated if and only if (a) the absence is covered by UF policy, (b) you contact me (call preferred: 392-5137) at least 30 minutes before class begins, and (c) you promptly provide written documentation for the absence in case of an emergency.

Final Exam
The final exam time was scheduled by the University of Florida. If you have more than two exams that day, UF policy determines which one has to be rescheduled. Please let me know early in the semester if that situation applies to you. Otherwise, the final exam cannot be rescheduled to accommodate personal schedules or family vacations.

Grading Scale

	Percent		Percent		Percent		Percent
		B+	89-87%	C+	79-77%	D+	69-67%
A	100-93%	B	86-83%	C	76-73%	D	66-63%
A-	92-90%	B-	82-80%	C-	72-70%	D-	62-60%

Scores are rounded to the nearest whole point: 89.4 rounds down to 89 (B+) while 89.5 rounds up to 90 (A-). The UF grading policy details how GPA is computed.

Instructor(s) Norm Lewis

Associate Professor Norman P. Lewis, Ph.D.

Office: Weimer 3052
Office hours: 12:45 to 2:45 p.m. (periods 6-7) Wednesday and Thursday
Phone: 352-392-5137 (I respond within 24 hours Monday through Friday)
E-mail: nplewis@ufl.edu (I respond within 24 hours Monday through Friday)
About me: See my website or follow me (@bikeprof) on Twitter

"Office hours" are times I dedicate to being in the office (unless called away) and are first-come, first-served. Or, make an appointment. Or, drop in if the door is open.

ABOUT THE COURSE

Course Purpose
To enable future media professionals to correctly interpret and communicate numbers.

Course Description
This course in numeracy enables you to become data-literate – to use, evaluate and communicate numbers in situations commonly faced in advertising, journalism, public relations and telecommunications. It is a foundational course designed to be taken your freshman year. No pre-requisite.

Course Structure
This is a "flipped" course: Your homework is to watch instructional videos online and come to class to do practice problems. Each week's online module averages about 40 minutes of videos plus a practice quiz. The class meets for two periods to ensure sufficient time for practice problems and to answer questions before taking a graded quiz.

Objectives
By the end of the course, you should be able to:
- Communicate numbers and basic statistics to an audience.
- Appraise the validity of statements employing numbers.
- Critique and summarize public opinion surveys.
- Distinguish between random events and meaningful patterns.
- Evaluate assertions about causation, evidence, theory and risk.
- Interpret tables, charts and data visualizations.
- Simplify and contextualize large or complicated numbers.
- Identify cognitive biases that shape interpretation of numbers.
- Detect and avoid common forms of number abuse.
- Use a spreadsheet to calculate, sort, filter and pivot numbers.

Required Textbook
"Damned Lies and Statistics," updated edition, by Joel Best. University of California Press, 2012. ISBN: 978-0520274709 (links to Amazon and Barnes & Noble)

Simple Calculator Allowed
You may use a calculator in class for quizzes and tests. It must be a dedicated calculator (no phones allowed) that cannot be programmed (so that graphing calculator from calculus is forbidden). Bottom line: If the calculator display shows only one row of numbers, it can be used for quizzes and tests.

ASSIGNMENTS AND GRADING

Tentative Schedule

Class	Date	Theme	Key Topics
1	January 4	Introduction	Gaining numerical confidence
2	January 11	Evaluating Data	Evidence, proof, theory, hypothesis, limitations: how to decide what information is credible in your reporting and information consumption
3	January 18	Average	Correctly using mean, median and mode in data-based coverage
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	April 27 3-5p	Final Exam	

According to the schedule on the registrar's website, UF has scheduled the final exam for 3:00 to 5:00 p.m. Thursday, April 27. Please plan your schedule accordingly.

Grade Allocation
Weekly quizzes or assignments (low 2 drop) 45%

Midterm 25%
Final (cumulative) 30%

Attendance

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

For an exam, a make-up can be accommodated if and only if (a) the absence is covered by UF policy, (b) you contact me (call preferred: 392-5137) when possible at least 30 minutes before class begins, and (c) you promptly provide written documentation for the absence in case of an emergency.

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Subject: Re: course consult JOU

Date: Tuesday, January 3, 2017 at 10:17:44 PM Eastern Standard Time

From: Knudson,Kevin P

To: Spiker, Ted

CC: Cenzer,Douglas A, Sin,Peter K

Hi Ted.

This doesn't duplicate any courses in the math department. There are elements that appear in our Math for Liberal Arts (MGF1106), which I suspect many of your majors take as well, but given the focus on how to read and write about data I think your proposed course will be a useful complement. As most of the material is statistical in nature, I suspect the Statistics department may have more to say about it.

Best,
Kevin

Professor and Associate Chair
UF Distinguished Teaching Scholar
Department of Mathematics
University of Florida
PO Box 118105
Gainesville, FL 32611
e: kknudson@ufl.edu
w: http://people.clas.ufl.edu/kknudson

On Jan 3, 2017, at 3:19 PM, Spiker, Ted <tspiker@jou.ufl.edu> wrote:

Hi Dr. Cenzer, Dr. Knudson and Dr. Sin,

This is Ted Spiker from the journalism department. As part of a curriculum revision, we have developed a 1-credit course called Data Literacy for Communicators. As part of protocol for the University Curriculum Committee, I am attaching the syllabus here for your review to make sure this does not conflict with any current offering in the department of mathematics. If everything is ok, can you please let me know when you get a chance?

Thanks,
Ted

Ted Spiker
Chair, Professor
Department of Journalism • University of Florida
352-392-6990 • tspiker@jou.ufl.edu • @ProfSpiker

<MMCxxxx Data Literacy.docx>

Subject: Re: course consult JOU

Date: Wednesday, January 4, 2017 at 5:46:24 PM Eastern Standard Time

From: Brett Presnell

To: Spiker, Ted

I think this is ok. Naturally there is some overlap with STA2023 (a
3-semester-hour course), but we probably spend only a couple of lectures
on such issues.

Spiker, Ted <tspiker@jou.ufl.edu> writes:

> Hi Dr. Presnell,
>
> This is Ted Spiker from the journalism department. As part of a curriculum revision, we have developed a 1-credit course called Data Literacy for Communicators. As part of protocol for the University Curriculum Committee, I am attaching the syllabus here for your review to make sure this does not conflict with any current offering in the department of statistics. If everything is ok, can you please let me know when you get a chance?
>
> Thanks,
> Ted
>
> Ted Spiker
> Chair, Professor
> Department of Journalism • University of Florida
> 352-392-6990 • tspiker@jou.ufl.edu • @ProfSpiker