

University of Florida  
College of Journalism and Communications  
Department of Advertising

## Digital Insights

ADV3500 Section 11E5

Time: Monday, Period 6 (12:40-1:40PM) & Wednesday, Periods 5-6 (11:45 – 1:40PM)

**Location: Zoom Link in Canvas**

Fall, 2020

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*“Doing research is essentially like solving a puzzle. [...] Solving the puzzle can be fun, and expert puzzle-solvers make a very nice living.”*

(Professor Frank Pajares, summarizing some of Thomas Kuhn’s ideas.)

For more information, go to

<http://www.uky.edu/~eushe2/Pajares/kuhnsyn.html>)

### INSTRUCTOR

Hyesoo Chang

Email: [hyesoo.chang@ufl.edu](mailto:hyesoo.chang@ufl.edu)

Office: G040 Weimer Hall

Office Hours: Tuesdays 1:40PM – 2:30PM and Thursday, 1:40PM – 2:30PM

### ABOUT THE INSTRUCTOR:

**Hyesoo Chang** is a doctoral student in the Department of Advertising in the College of Journalism and Communications at the University of Florida. She is interested in measuring emotional responses in Advertising and Health Communication, particularly how to develop strategic health messages on to the social public to make their behaviors and attitudes changes.

### COURSE DESCRIPTION

From UF undergraduate catalog: Acquiring, evaluating, and analyzing information for advertising decisions. Emphasizes understanding the scientific method, developing explicit and measurable research objectives, selecting appropriate methodologies, and analyzing data.

### COURSE PREREQUISITES

3JM ADV; STA 2023; minimum grades of C in ADV 3008, MAR 3023

## **COURSE LEARNING OBJECTIVES**

After taking this course, you should be able to:

- Understand today’s digitalized and culturally diversified environment
- Understand various types of research and how they are used in advertising and marketing
- Understand where to go and how to utilize secondary research tools and information, including valuable discipline resources on and off campus
- Understand the basic consumer/audience/data/media analytics
- Understand the characteristics, value, and use of major digital marketing communications
- Understand how to conduct qualitative and quantitative research and generate insights in the digital environment
- Understand how to best communicate the analytics and research results to others
- To engage with other students and learn to work as a team through a group project scenario
- To further develop professional writing skills and prepare you to succeed in future advertising endeavors, including the participation in the capstone course in your sequence: Campaigns.

## **MATERIALS AND SUPPLY FEES**

As part of this class, you will be working in a team of students on several projects. There will be some expenses associated with these team projects (e.g., printing, focus group snacks, reports bounding, etc.). It is expected that the teams will split the cost evenly.

## **REQUIRED TEXTBOOK**

Jugenheimer, Donald W., Larry D. Kelley, Jerry Hudson and Samuel D. Bradley (2014), *Advertising and Public Relations Research* (2nd ed.), New York: M.E. Sharpe.

## **RECOMMENDED MATERIALS**

*Advertising Age*

*Advertising Week*

*Media Week*

*Wall Street Journal Media & Marketing Section*

*New York Times Media & Advertising Section*

**COURSE SCHEDULE (SUBJECT TO CHANGE)**

Day	Date	Topic	Readings & Assignments
M	Aug 31	Introduction to course and syllabus	
<b>RESEARCH FUNDAMENTALS</b>			
W	Sep 2	The nature and process of advertising research	Chapters 1 – 4
M	Sep 7	Labor Day (NO CLASS)	
W	Sep 9	Research ethics	Chapter 37
<b>SECONDARY RESEARCH</b>			
M	Sep 14	Secondary research in advertising <b>Teams organized and team project 1 explanation</b>	Chapters 5 – 6, Chapter 8
W	Sep 16	Secondary research in advertising (cont.)	Chapters 5 – 6, Chapter 8
M	Sep 21	Web analytics <b>Take-home assignment #1 explanation</b>	Chapter 7
<b>QUALITATIVE &amp; CONTENT ANALYSIS RESEARCH</b>			
W	Sep 23	Qualitative research and content analysis	Chapters 9 - 15
M	Sep 28	Qualitative research and content analysis (cont.) <b>Team project 2 explanation</b>	Chapters 9 - 15
W	Sep 30	Review for Exam 1	
M	Oct 5	<b>Exam 1</b>	<b>All materials and lectures discussed until January 30</b>
W	Oct 7	<b>In-class assignment # 2</b>	<b>Assignment # 2 due at the end of class period</b> <b>Take-home assignment # 1 due</b>
<b>SURVEY RESEARCH &amp; MEASUREMENT</b>			
M	Oct 12	Survey and measurement <b>Take-home assignment #3 explanation</b>	Chapter 16, Chapters 18 – 21, Chapter 23 <b>Project 1 Written Report Due</b>

W	Oct 14	Survey and measurement (cont.)	Chapter 16, Chapters 18 – 21, Chapter 23, Chapter 30-31
M	Oct 19	Sampling	Chapter 17
<b>QUALTRICS, SPSS &amp; STATISTICS</b>			
W	Oct 21	Learning how to use Qualtrics	Please bring your laptops to class
M	Oct 26	Learning how to use Qualtrics (cont.) <b>Team project 3 explanation</b>	Please bring your laptops to class <b>Project 2 Written Report Due</b>
W	Oct 28	Intro to statistics	Chapter 22, Chapters 32-33
M	Nov 2	Learning how to use SPSS <b>Team project 4 explanation</b>	Please bring your laptops to class
W	Nov 4	Learning how to use SPSS (cont.)	Please bring your laptops to class
<b>EXPERIMENTAL RESEARCH</b>			
M	Nov 9	Experimental research	Chapters 24 – 27
W	Nov 11	Veterans Day (NO CLASS)	
W	Nov 16	Experimental research (cont.)	Chapters 24 - 27
M	Nov 18	Experimental research (cont.)	<b>Take-home assignment # 3 due at 5pm by email</b>
M	Nov 23	Big data	<b>Project 3 Written Report Due</b>
W	Nov 25	<b>Thanksgiving Break (NO CLASS)</b>	
M	Nov 30	<b>In-class assignment # 4</b>	<b>Assignment # 4 due at the end of class period</b>
W	Dec 2	Work session	
M	Dec 7	<b>Final project presentations – part 1</b>	<b>Project 4 Written Report Due</b>
W	Dec 9	<b>Final project presentations – part 2</b>	
M	Dec 14	Review for Exam 2	
W	Dec 16	<b>Exam 2</b>	<b>All materials and lectures from Oct 12 to Nov 23</b>

## ATTENDANCE POLICY AND MAKE-UP POLICY

*Attendance Policy:* Attendance and punctuality are required. Lateness is disruptive and disrespectful toward the instructor and your classmates, therefore, be on time. If you miss a class, you are responsible for getting class materials and finding out about in-class announcements. It is your responsibility to contact the instructor or your classmates about what was discussed in class when you were absent. You may have two unexcused absences with no penalty to your grade. Absences will be considered unexcused unless (a) you speak with the instructor BEFORE the absence and provide justification and/or documentation, or (b) you provide written (e.g. medical, legal, or academic) documentation AFTER the absence (you will have one week to provide the instructor with pertinent documentation). Beyond two unexcused absences, two points will be deducted for each absence from your attendance grade.

*Make-up Policy:* If you miss an exam or assignment without a written excuse provided in advance or documentation after an illness or other emergency, you will receive no credit (zero) for that exam/assignment. Make-up exams/assignments are subject to be in a different format from regular exams/assignments and might be worth a different number of points. Acceptable reasons for absence from or failure to participate in class include illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions, religious holidays, and participation in official university activities such as music performances, athletic competition or debate. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) must be excused. Other reasons also may be approved.

## CLASS DEMEANOR

*Electronic Communication:* This class will rely heavily on electronic communication. All course materials will be posted on Canvas. PowerPoint slides will be posted online AFTER a lecture on a given topic is completed (when possible, I will try to upload the slides before class). Students are required to check for emails and postings at least twice weekly prior to class sessions. It is the student's responsibility to check for messages and postings on Canvas.

*Late work policy:* You need to turn in your assignments and projects on time. Each additional day late will result in 2-points off your grade for that assignment.

*Laptops, cell phones, tablets, and other digital life accessories:* Everyone is required to turn off their cell phones prior to the start of class. While laptop/tablet computers are welcome for taking notes, please do not use them to chat, email, blog, etc. during class time unless relevant to the class discussion for that day. Students who do not follow this policy will be asked to leave the classroom.

*Lateness:* Be sure to arrive on time for the Zoom meeting.

*Discussing ideas:* Part of the learning process is sharing different points of view and discussing interesting topics. Therefore, you are encouraged and expected to participate on a regular basis. This means regular attendance is important. In this class, you always have the right to disagree with the instructor or your peers, as long as it is done in a civilized manner. However, respect for the views of the instructor and your classmates are mandatory. I will not accept behavior that makes others in the class feel inferior or uncomfortable.

*Participation:* Class participation is very important - it enhances your learning experience and makes it easier to understand concepts, study for exams, and complete assignments effectively. Make sure you read the assigned materials and be ready to engage in group discussion, to share your ideas, and to ask questions. I

strongly encourage questions, comments, and the sharing of ideas as they relate to course material. The participation grade will be computed based on completion of in-class activities and *active* engagement during lectures and class discussions.

*Office hours:* If you have concerns about your performance in the class as the semester progresses, please do not hesitate to talk to me during my office hours. You can also email me to set up an appointment if the office hours do not fit into your schedule. Do not wait until the end of the semester to ask for help or to explain unusual circumstances that have affected your grade. At that point, it will be too late.

*Final Note:* The instructor reserves the right to make changes if necessary to the grading system and schedule for this class.

## EVALUATION OF GRADES

Exam 1	60
Exam 2	60
Assignments	40
Project 1	45
Project 2	55
Project 3	55
Project 4	45
Final Oral Presentation	20
Attendance	10
Participation	10
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Total	400 points

Students are expected to prepare thoroughly for class by reading assigned materials prior to class, to participate actively in class discussions, and to complete the assigned tasks. These activities should be completed on time and in a professional manner. The final grade is computed as follows:

- a) *Exams (120 points):* The course will include two in-class closed-book exams. Each exam is worth 60 points towards the student's final grade in the course. The exams will cover material from the textbook, class discussions, and any other additional material discussed in class. The format of the exams will consist of a mix of multiple-choice, true-false, and/or short essay questions. The exams are not cumulative. A study guide will be posted online. Make-up exams will not be given unless extenuating circumstances are present and documentation is provided. If that rare case should occur, the make-up exam will be administered at the instructor's discretion.
- b) *Assignments (40 points):* Four assignments will be given during the semester. Each assignment is worth 10 points. They aim to help you understand the research concepts covered by class lectures. The professor will determine if these assignments will be completed in group or individually.
- c) *Team Research Projects (200 points):* A team of 4-5 students will work together throughout the semester in four research projects: 1) Secondary Data Research (Project 1 – 45 points), 2) Qualitative Research (Project 2 – 55 points), 3) Quantitative Research (Project 3 – 55 points), and 4) Social Media Monitoring (Project 4 – 45 points). A final research presentation will be held at the end of the semester. Each research project will include data collection, data analysis, and written research reports. Students

will choose one of three brands (TBA) to work with during the semester. The purpose of the team research projects is to deepen book-learning by putting it into practice. Each team project will receive a grade reflecting the quality of the work presented. Additional details about these projects will be given as the semester progresses.

- d) *Attendance (10 points)*: Please refer to the Attendance Policy section of this syllabus.
- e) *Participation (10 points)*: Please refer to the Class Demeanor section of this syllabus.

## GRADING POLICY

Score points	%	Grade	Grade points
400 - 380	93.4 – 100	A	4.00
379.98 - 360	90.0 – 93.3	A-	3.67
359.98 - 340	86.7 – 89.9	B+	3.33
339.98 - 320	83.4 – 86.6	B	3.00
319.98 - 300	80.0 – 83.3	B-	2.67
299.98 - 280	76.7 – 79.9	C+	2.33
279.98 - 260	73.4 – 76.6	C	2.00
259.98 - 240	70.0 – 73.3	C-	1.67
239.98 - 220	66.7 – 69.9	D+	1.33
199.98 - 180	63.4 – 66.6	D	1.00
179.98 - 160	60.0 – 63.3	D-	0.67
159.98 - 0	0 – 59.9	E	0.00

**Note:** There will be no rounding up of grades. For example, if you got a total of 359.50 points, you will receive a B+, not an A-. If you got a total of 299.80, you will receive a C+, not a B-, and so forth. Complaints or questions about grades should be done in writing within one week of receiving the grade.

More information on grades and grading policies is here:

<https://catalog.ufl.ugrad/current/regulations/info/grades.aspx>

## STUDENTS REQUIRING ACCOMMODATIONS

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

## COURSE EVALUATION

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of

the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

## **UNIVERSITY HONESTY POLICY**

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students 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.” The Honor Code (<https://www.dso.ufl.edu/sccr/process/studentconduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

## **RELIGIOUS HOLY DAYS POLICY**

At the University of Florida, students and faculty work together to allow students the opportunity to observe the holy days of their faith. A student should inform the faculty member of the religious observances of their faith that will conflict with class attendance, with tests or examinations, or with other class activities prior to the class or occurrence of that test or activity. The faculty member is then obligated to accommodate that particular student’s religious observances. Because students represent a myriad of cultures and many faiths, the University of Florida is not able to assure that scheduled academic activities do not conflict with the holy days of all religious groups. Accordingly, individual students should make their need for an excused absence known in advance of the scheduled activities.

The Florida Board of Education and state law govern university policy regarding observance of religious holidays.

The following guidelines apply:

- Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith.
- Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence.
- Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances.

## **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. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

## STUDENT PRIVACY

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see:

<http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html>

## CAMPUS RESOURCES

### Health and Wellness

#### **U Matter, We Care:**

If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or 352 392-1575 so that a team member can reach out to the student.

**Counseling and Wellness Center:** <http://www.counseling.ufl.edu/cwc>, and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

**Sexual Assault Recovery Services (SARS)** Student Health Care Center, 392-1161.

**University Police Department** at 392-1111 (or 9-1-1 for emergencies), or <http://www.police.ufl.edu/>.

### Academic Resources

**E-learning technical support**, 352-392-4357 (select option 2) or e-mail to [Learning-support@ufl.edu](mailto:Learning-support@ufl.edu).  
<https://lss.at.ufl.edu/help.shtml>.

**Career Resource Center**, Reitz Union, 392-1601. Career assistance and counseling.  
<https://www.crc.ufl.edu/>.

**Library Support**, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

**Teaching Center**, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring.  
<https://teachingcenter.ufl.edu/>.

**Writing Studio, 302 Tigert Hall**, 846-1138. Help brainstorming, formatting, and writing papers.  
<https://writing.ufl.edu/writing-studio/>.

**Student Complaints Campus:** [https://www.dso.ufl.edu/documents/UF\\_Complaints\\_policy.pdf](https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf).

**On-Line Students Complaints:** <http://www.distance.ufl.edu/student-complaint-process>.