

University of Florida
College of Journalism and Communications
Department of Advertising

Digital Insights

ADV3500

Time: Monday, Period 9 (4:05-4:55PM) & Wednesday, Periods 8-9 (3:00 – 4:55PM)

Location: Zoom Link in Canvas

Summer, 2021

“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

Office: G040 Weimer Hall

Office Hours: Wednesday 2:00 - 3:00 / Alternative dates and times by appointment.

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	May 10	Introduction to course and syllabus Teams organized and team project 1 explanation	
RESEARCH FUNDAMENTALS			
T	May 11	The nature and process of advertising research	Chapters 1 – 4
W	May 12	The nature and process of advertising research (cont.)	Chapters 1 – 4
Th	May 13	Research ethics	Chapter 37
SECONDARY RESEARCH			
F	May 14	Secondary research in advertising	Chapters 5 – 6, Chapter 8
M	May 17	Secondary research in advertising (cont.)	Chapters 5 – 6, Chapter 8
T	May 18	Web analytics Take-home assignment #1 explanation	Chapter 7
W	May 19	Exam 1	
QUALITATIVE & CONTENT ANALYSIS RESEARCH			
Th	May 20	Qualitative research and content analysis	Chapters 9 - 15 Project 1 Written Report Due
F	May 21	Qualitative research and content analysis (cont.) Team project 2 explanation	Chapters 9 - 15 Take-home assignment # 1 due
M	May 24	In-class assignment # 2	Assignment # 2 due at the end of class period
SURVEY RESEARCH & MEASUREMENT			
T	May 25	Survey and measurement Take-home assignment #3 explanation	Chapter 16, Chapters 18 – 21, Chapter 23
W	May 26	Survey and measurement (cont.)	Chapter 16, Chapters 18 – 21, Chapter 23, Chapter 30-31
Th	May 27	Sampling	Chapter 17

F	May 28	Review for Exam 2	
M	May 31	Exam 2	Take-home assignment # 3 due at 5pm by email
QUALTRICS, SPSS & STATISTICS			
T	June 1	Learning how to use Qualtrics Team project 3 explanation	Please bring your laptops to class
W	June 2	Learning how to use Qualtrics (cont.)	Please bring your laptops to class
Th	June 3	Intro to statistics	Chapter 22, Chapters 32-33 Project 2 Written Report Due
F	June 4	Learning how to use SPSS	Please bring your laptops to class
M	June 7	Learning how to use SPSS (cont.)	Please bring your laptops to class
T	June 8	Experimental research	Chapters 24 – 27
EXPERIMENTAL RESEARCH			
W	June 9	Experimental research (cont.)	Chapters 24 - 27
Th	June 10	Experimental research (cont.)	
F	June 11	In-class assignment # 4	Assignment # 4 due at the end of class period
M	June 14	Big data	
T	June 15	Final Presentations	
W	June 16	Exam 3	
Th	June 17		Project 3 Written Report Due

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: Course materials will be posted on Canvas (I will NOT upload the lecture recordings). The 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 class.

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	55
Exam 2	60
Exam 3	60
Assignments	80
Activities / Participation	20
Project 1	45
Project 2	55
Project 3	55
Final Oral Presentation	20
Attendance	20
Peer Evaluation	30

Total 500 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 (175 points):** The course will include three in-class closed-book exams. The first exam is worth 55 points towards the student's final grade in the course, and the second and third are 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 (80 points):** Four assignments will be given during the semester. Each assignment is worth 20 points. They aim to help you understand the research concepts covered by class lectures. The instructor will determine if these assignments will be completed in group or individually.
- c) **Activities / Participation (20 points):** Activities will demonstrate students' understanding of course materials and participation during class. Most activities will occur during our "live" class, but some might be performed out of class and uploaded to Canvas at the specified due date.
- c) **Team Research Projects (155 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), and 3) Quantitative Research (Project 3 – 55 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) **Final Oral Presentation (20 points):** The objective of final oral presentation is to present your research and share your experiences, processes, challenges, problems, and opportunities with the class. Your presentation needs to focus on explaining the overarching challenge, problem or opportunity, followed by a brief explanation of the methods you used.

e) **Attendance (20 points):** Please refer to the Attendance Policy section of this syllabus.

f) **Peer Evaluation (30 points):** Three peer evaluations will be given during the semester. Each evaluation is worth 10 points. Peer evaluation score will be graded based on your group member's evaluation.

GRADING POLICY

Score points	%		Grade points
465 - 500	93.0 – 100	A	4.00
450 - 464	90.0 – 92.9	A-	3.67
435 - 449	87.0 – 89.9	B+	3.33
415 - 434	84.0 – 86.6	B	3.00
400 - 414	80.0 – 83.9	B-	2.67
385 - 399	76.0 – 79.9	C+	2.33
365 - 384	74.0 – 76.9	C	2.00
350 - 364	70.0 – 73.9	C-	1.67
335 - 349	67.0 – 69.9	D+	1.33
315 - 334	64.0 – 66.9	D	1.00
300 - 314	60.0 – 63.9	D-	0.67
0 - 299	0 – 59.9	E	0.00

Note: There will be no rounding up of grades. For example, if you got a total of 448.50 points, you will receive a B+, not an A-. If you got a total of 398.50, 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/) 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/scsr/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 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. <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.

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