

PUR3500: Public Relations Research

Fall 2021

Fridays from 10:40 a.m. to 1:40 p.m.

Weimer 1078

Instructor: Eliana DuBosar

Office: Weimer G044

Office Hours: Mondays from 10:00 a.m. to 12:00 p.m. (or by appointment)

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Course Description and Goals:

This course will provide you with an overview of the basic ways in which research is used in the public relations industry and the methods used to conduct that research. The goals for this course are to (1) help you understand the current methods of research used in public relations (e.g. focus groups, surveys, etc.) and (2) provide you with the tools necessary to put those methods into practice for clients of your choosing.

Required Text:

Stacks, D. W. (2016). *Primer of public relations research*, (3rd Ed.). New York: Guilford.

**Any supplemental readings will be made available to you on the course Canvas page.*

Learning Objectives:

By the end of this semester, students will:

- Have a basic understanding of the qualitative and quantitative research methods used in public relations
- Be able to compile background information on a company/client and organize it into a report
- Be able to conduct your own focus group as well as analyze, interpret, and organize your findings
- Be able to create and distribute a survey using Qualtrics
- Have a preliminary understanding of how to use SPSS for data analysis
- Be able to compile their research conducted over the course of the semester and present their findings

College of Journalism and Communications Objectives:

The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- Apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;
- Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;

- Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;
- Present images and information effectively and creatively, using appropriate tools and technologies;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
- Effectively and correctly apply basic numerical and statistical concepts;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply tools and technologies appropriate for the communications professions in which they work”

Final Grade Breakdown:

Your final grade for the course will be calculated as follows:

Assignment:	Points (Percentage of Final Grade):
Exams	500 points
Final Research Project	425 points
○ Group Contract	15 points
○ Background Report	40 points
○ Focus Group Protocol	50 points
○ Focus Group Report	75 points
○ Survey Questions	45 points
○ Survey Report	75 points
○ Final Report	100 points
○ Presentation	25 points
In-Class Activities	50 points
IRB Training	15 points
SPSS Practice	10 points
TOTAL	1000 points

Letter grades will be calculated as follows:

Letter	Course Points	Percentage	GPA Points
A	930-1000	93-100%	4.0
A-	900-929	90-92.9%	3.67
B+	870-899	87-89.9%	3.33
B	830-869	83-86.9%	3.0

B-	800-829	80-82.9%	2.67
C+	770-799	77-79.9%	2.33
C	730-769	73-76.9%	2.0
C-	700-729	70-72.9%	1.67
D+	670-699	67-69.9%	1.33
D	600-669	60-66.9%	1.0
F	0-599	0-59.9%	0

Course Policies:

Attendance:

I expect that you attend class, and you will have the opportunity to gain points by completing in-class activities. I do not provide any notes so if you miss a class, reach out to a classmate for any notes they may have taken. If you miss class, please do not ask me if you missed “anything important.” Of course, you did! **Every day is important.** If what you mean to ask is if I made any announcements about changes to due dates or something of that nature, those types of announcements will always be posted on the course website.

E-mail Policy:

As a state employee, my email is considered a public record, and can be requested via an open-records request. Because of this, federal privacy laws prevent me from discussing grades or other personal matters via e-mail, and you must visit me in my office to discuss these matters. In general, face-to-face meetings tend to take less time and result in less confusion than emailed conversations. Also, please be aware that e-mail is considered formal communication, and it is important to practice professionalism. Make sure that you do not treat email as text (i.e., don’t use text abbreviations) and never e-mail something that you would not say to your boss’ face. If I don’t respond within 24 hours during the week, send a follow-up email.

Late/Make-up Work:

All written assignments must be submitted via Canvas by **11:59 p.m. on the due date listed both online and in the syllabus.** Assignments are automatically marked late by Canvas if they’re turned in even one minute after the deadline. You will have 24 hours after the due date to turn in your assignment for a 10% grade reduction. Any assignments received more than 24 hours after the due date will be given a zero. There are no make-ups/late exceptions for exams or in-class activities for any reason beyond university or religious excused absences.

Classroom Behavior:

As PR students, I expect you to maintain a high level of professionalism in all of our interactions. This includes being courteous and respectful to everyone in the classroom. This includes making sure you are not being distracting to others in the class by using your cell phones, computers for non-class related things (e.g. social media, work for other courses), talking during lectures, or arriving late/leaving early.

Overview of Course Components:

I will be as fair and impartial as possible during the grading process. Each of you will be graded on the same basis. Normally by the time I've returned your assignments, I've looked at everyone's work closely and feel comfortable with the grade assigned to it. Grades are earned; they are not gifts or negotiated and are awarded based on the quality of work not on the amount of time you spent working on an assignment. I will do my best to make this course enjoyable and interesting. However, some students struggle with the material. Please see me if you are having trouble understanding any of the concepts we cover in class. I am here to help you succeed and am available during office hours or by appointment if you are unable to make it during office hours. I will do everything I can to help you before a deadline but once that deadline passes or an exam has been given, there's nothing I can do to help you.

Exams:

There will be three exams over the course of the semester. The first two will cover what we learn during the first and second half of the semester respectively, and the final exam will be cumulative, covering all of the material we discuss this semester. Exams will be 250 points each, closed book, and administered during our scheduled meeting time (except for the cumulative final). They will cover content we go over during class lecture as well as the readings, including book chapters or supplements on Canvas. I will give you reading guides for the book chapters, which can serve as a study guide for your exams. Your lowest score of the three test grades will be dropped. **There will be no make-up exams. Once the first person has handed in their exam, no more exams can begin.**

Research Project:

One of the goals of this class is to give you some hands-on experience of what it might look like to work in public relations. So, this semester, you will be divided into teams and have the opportunity to put together research on a client of your choosing. The individual components of your project are listed in the final grade breakdown section of the syllabus. We will discuss each component more in-depth in class. **Rubrics and detailed instructions for each assignment can be found on the course Canvas page.**

In-Class Activities:

Over the course of the semester, you will have in-class activities that make up 5% of your final grade. Your info sheet, due on the first day of class, is also considered an in-class activity (though you'll complete it out of class). The in-class activities cannot be made up if you miss class. However, I will only count the 10 highest scores for these weekly activities, so there is a cushion if you have to miss a class for some reason. You will have until the end of the day on class days to submit your weekly activities.

IRB Training:

Not only is it important to learn the ins and outs of conducting research, but it is also important to make sure that research meets ethical standards. Prior to engaging in any research, you must complete UF's module on ethical research and upload a screenshot of

your completed training certificate. Training can be found and completed by going to UF's Institutional Review Board [website](http://irb.ufl.edu/index/requiredtraining.html) (<http://irb.ufl.edu/index/requiredtraining.html>).

SPSS Training:

This semester, you'll be working with a data analysis program called SPSS. Before using it for your final project, it's important to understand how to use the program itself. You will be asked to download a data set from the course Canvas site and be able to access it through SPSS via [UF Apps](#). Specific directions for accessing the data set and opening it in UF Apps can be found on the course Canvas site.

Tentative Weekly Schedule*:

Week	Topic and Assignment Due Dates	Reading(s)**
Week 1 August 27 th	Intro to Course/Purpose of Research ○ Info Sheet Due	Chapter 1 & 2
Week 2 September 3 rd	Intro to Focus Groups	
Week 3 September 10 th	Focus Groups (continued) ○ IRB Training and Group Contract Due	Chapter 11, Focus Group Supplement
Week 4 September 17 th	Other Qualitative Methods ○ Background Report Due	Chapter 9 & 10
Week 5 September 24 th	Measurement ○ Focus Group Protocol Due	Chapter 4 & 5
Week 6 October 1 st	EXAM #1	Ch. 1, 2, 4, 5, 9, 10, 11, & Supplement
Week 7 October 8 th	NO CLASS: HOMECOMING	
Week 8 October 15 th	Survey Design ○ Focus Group Report and Midterm Group Evaluations Due	Chapter 13
Week 9 October 22 nd	Sampling and Content Analysis ○ SPSS/UF Apps Training Due	Chapter 8 & 12
Week 10 October 29 th	Experimental Design ○ Survey Questions Due	Chapter 14
Week 11 November 5 th	Descriptive Statistics	Chapter 6
Week 12 November 12 th	Hypothesis Testing and Report Creation	Chapter 15
Week 13 November 19 th	EXAM #2 ○ Survey Report Due	Ch. 6, 8, 12-15
Week 14 November 26 th	NO CLASS: THANKSGIVING	
Week 15 December 3 rd	Presentations ○ Final Reports and Group Evaluations Due 12/8 by 11:59 P.M.	Chapter 16
Week 16 December 10 th	NO CLASS: READING DAY	
Final	FINAL EXAM DECEMBER 14TH, 5:30-7:30 P.M.	ALL CONTENT

*Schedule is subject to change. Any changes will be discussed in class and sent out via e-mail/Canvas announcement.

**All weekly reading assignments should be completed before our class meeting for that week.

University of Florida Policies and Campus Resources

Attendance and Absence Policy:

The University of Florida's attendance and absence policies can be found [here](#).

Grading Policy:

The University of Florida's grades and grading policies can be found [here](#).

Students Requiring Accommodations:

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. Click [here](#) to get started with the Disability Resource Center. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

Course Evaluation:

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Click here for guidance on how to give feedback in a professional and respectful manner. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students here.

University Honesty Policy:

The university's honesty policy regarding cheating, plagiarism, etc. Suggested wording: 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 specifies a number of behaviors that are in violation of this code and the possible sanctions. Click [here](#) to read the Honor Code. 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 for this class.

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. More information can be found [here](#).

In-Class Recording Policy:

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

Health and Wellness Resources:

- **U Matter, We Care:** If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit the [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.
- **Counseling and Wellness Center (CWC):** Visit the Counseling and Wellness Center [website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.
- **Student Health Care Center:** Call 352-392-1161 for 24/7 information to help you find the care you need or visit the Student Health Care Center [website](#).
- **University Police Department:** Visit the UF Police Department [website](#) or call 352-392-1111 (or 911 for emergencies).
- **UF Health Shands Emergency Room/Trauma Center:** For immediate medical care, call 352-733-0111 or go to the emergency room at 1515 SW Archer Road,

Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center [website](#).

Academic Resources:

- **E-Learning Technical Support:** Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at helpdesk@ufl.edu.
- **Career Connections Center (CCC):** Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.
- **Library Support:** Various ways to receive assistance with respect to using the libraries or finding resources.
- **Teaching Center:** Broward Hall, 352-392-2010 or to make an appointment call 352-392-6420. General study skills and tutoring.
- **Writing Studio:** 2215 Turlington Hall, 352-846-1138. Help with brainstorming, formatting, and writing papers.
- **Student Complaints (On-Campus):** Visit the Student Honor Code and Student Conduct Code [webpage](#) for more information.
- **Online Student Complaints:** View the Distance Learning Student [Complaint Process](#).