
MMC6936 Collaborative Communication Research

Spring 2016

Meeting Time: Tuesdays 12:50-3:50 pm

Classroom: Weekly in Weimer 3020

Office Hours: 10 am - 12 pm Wednesdays

Office: 3063 Weimer Hall

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What you will learn in this class

This course is about working as a team to conduct research projects that either contribute to your academic research credential by completing an original, empirical study for refereed publication or enhance your applied research portfolio by developing consumer insights for real-life brands and organizations. To effectively accomplish these goals, you will learn about how to collaborate in research teams, research design and implementation using both quantitative and qualitative methods, and the process of disseminating research results via scholarly or industry outlets.

By the end of the course, you should be able to:

1. Collaborate effectively with others in a research team
2. Understand the process and key considerations of academic and applied research
3. Design a scholarly, theory-based empirical study or an applied market/consumer study
4. Implement a complete study from conceptualization, research design, data collection, to final report/paper presentation and writing in a team setting
5. Understand the keys to successful academic and applied research productivity/excellence

How you will learn this semester

The class will be divided into two teams depending on your research interest and career aspiration. The teams will take on different research projects with either a scholarly or applied nature.

Team Scholars

For those who prefer the Team Scholars approach, you will collaborate with the classmates that are interested in your research areas and jointly produce one or more refereed conference quality papers under the supervision of your instructor.

Team Strategists

For those who prefer the Team Strategists approach, you will collaborate with the classmates that are also interested in acquiring more applied research experiences and jointly produce research reports that offer consumer insights as well as actionable business recommendations for real-life brands and organizations under the supervision of your instructor.

Both teams are expected to execute the research projects with methodological and conceptual rigor.

Material to help you learn

1. *Detweiler-Bedell & Detweiler-Bedell, Doing Collaborative Research in Psychology: A Team-Based Guide.*
2. *Hague, Hague, & Morgan, Market Research in Practice (2nd Edition)*
3. *Creswell, Research Design (4th Edition)*

Tools to help you do research and collaborate

1. Slack (<https://slack.com/>): You will need to sign up for the team messaging/communication app, Slack. Install the app on both your laptop and smartphone since this will be the primary communication platform for your team and the class. Your instructor will send out an invite for you to join the UF CJC Research's Slack team. Please set up your account promptly and communicate with your class and research team using this platform. You can also share files and comment on all files on Slack directly. Periodic research info will be posted here by your instructor as well.
2. Various digital analytics: You will be using many online analytics, including Nielsen Social/Twitter TV, Nielsen Tapscan, Chartbeat, Google Analytics, Parse.ly, and other digital analytics where appropriate.
3. SAS and SPSS: You might be using either SAS or SPSS to analyze statistical data where appropriate.
4. Ellipse: You might be using the artificial intelligence textual analytics for qualitative studies where appropriate.

How you will be evaluated

- Class participation (15%)
- Project participation and communication (15%)
- Research proposal and presentation (20%)
- Final project report/paper
 - Oral presentation (10%)
 - Final report/paper (40%)

Final Letter Grades and %

A	93-100%
A-	90-92.99%
B+	87-89.99%
B	83-86.99%
B-	80-82.99%
C+	77-79.99%
C	73-76.99%
C-	70-72.99%
D+	67-69.99%
D	63-66.99%
D-	60-62.99%
F	under 60%

Other facts you should know

University Policy on Accommodating Students with Disabilities: Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

University Policy on Academic Misconduct: Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>.

Netiquette/Communication Courtesy: All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. For more information, see <http://teach.ufl.edu/docs/NetiquetteGuideforOnlineCourses.pdf>

Tentative Schedule

WEEK	TOPIC	ASSIGNED READING
1/5	Collaboration and Research Ideas	Detweiler: Chapter 1-2 Creswell: Chapter 1 Hague: Chapter 1
1/12	Research Preparation and Design	Detweiler: Chapter 3-4 Creswell: Chapter 2-4 Hague: Chapter 2
1/19	Research Process and Considerations	Detweiler: Chapter 7-8 Creswell: Chapter 5-7 Hague: Chapter 3
1/26	Academic Research Methods and Implementation	Detweiler: Chapter 5-6 Creswell: Chapter 5-10
2/2	Market Research Methods and Implementation	Hague: Chapter 5-14
2/9	Reports and Presentations Research proposal team presentations (Research proposals due in class)	Detweiler: Chapter 9-10 Creswell: Chapter 5-7 Hague: Chapter 15
2/16	Team meetings with instructor about research proposal	
2/23	Team meeting and project check	
3/1	Spring break	
3/8	Team meeting and project check	
3/15	Team meeting and project check	
3/22	Team meeting and project check	
3/29	Team meeting and project check	
4/5	Team meeting and project check	
4/12	Team meeting and project check	
4/19	Team presentations	
4/25	All papers/reports due at noon via Slack	