

Digital Insights

ADV 3500-0311

Mondays 3:00pm to 3:50pm

Wednesdays 3:00pm to 4:55pm

0279 Weil Hall

Autumn 2019

Instructor

Dr. Benjamin Johnson

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Office Hours: Weimer 2066B, Tuesdays 10:00am to 12:00pm

Teaching Assistant

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Office Hours: Weimer 2020, by appointment

Course Description

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.

Required Text

Boyle, M. P., & Schmierbach, M. (2015). *Applied communication research methods: Getting started as a researcher*. New York, NY: Routledge. ISBN-13: 978-0765642332

Reading Requirements

The best predictor of success in this course is how much time you spend reading assigned materials. The course is designed so that (a) lectures elaborate on the readings, (b) assignments make use of concepts and processes articulated in the readings, and (c) quizzes and exams test concepts from readings, lectures, in-class activities, and assignments. An online version of the textbook is available via UF Libraries: <https://bit.ly/2Tx0hL2>. In addition to the textbook, additional recommended readings will be made available on Canvas throughout the course. You can also access valuable resources for this course at our library course guide:

<http://businesslibrary.uflib.ufl.edu/adv3350>

Prerequisites

- 3JM ADV
- STA 2023
- minimum grades of C in ADV 3008 and MAR 3023

Course Learning Objectives

- Understand the varied ways in which different types of evidence are collected, analyzed, and applied in advertising and related media contexts
- Assess the reliability and validity of data-driven insights and be able to plan and design research to maximize the usefulness and quality of findings

- Understand the ways in which representation and diversity are critical aspects of research design, including, but not limited to, sampling and generalization.
- Appreciate how digitization has altered our ability to capture and analyze insights about audiences and consumers
- Gain familiarity with current approaches to segmenting audiences and consumers and to targeting groups and individuals
- Identify the ways in which the conduct and application of research should respect and engage with human variation in age, ability, gender, sexuality, ancestry, culture, and other forms of diversity
- Communicate findings and implications from a variety of research and analytic techniques
- Translate relevant evidence into recommendations for specific persuasive strategies and techniques

Grade Overview

Report on Consumer Survey Data is worth 5%

Research Proposal is worth 5%

Field Research is worth 5%

Focus Group is worth 10%

Online Survey is worth 10%

Experimental Stimulus is worth 10%

Analytics Qualification is worth 10%

Report on Data Analysis is worth 5%

Presentation is worth 10%

Participation is worth 5%

Quiz 1 is worth 2.5%

Quiz 2 is worth 2.5%

Exam 1 is worth 10%

Exam 2 is worth 10% (of final grade)

Grading Policy

A is $\geq 93.4\%$

A- is $\geq 90\%$ to $< 93.4\%$

B+ is $\geq 86.7\%$ to $< 90\%$

B is $\geq 83.4\%$ to $< 86.7\%$

B- is $\geq 80\%$ to $< 83.4\%$

C+ is $\geq 76.7\%$ to $< 80\%$

C is $\geq 73.4\%$ to $< 76.7\%$

C- is $\geq 70\%$ to $< 73.4\%$

D+ is $\geq 66.7\%$ to $< 70\%$

D is $\geq 63.4\%$ to $< 66.7\%$

D- is $\geq 60\%$ to $< 63.4\%$

E is $< 60\%$

UF's grading policies are at: <https://catalog.ufl/ugrad/current/regulations/info/grades.aspx>

Schedule

Week 1

W, Aug 21

Introductions

Introduction to research (Chapter 1)

Course goals assignment

Week 2

M, Aug 26

Basics of research (Chapter 2)

Client selection

W, Aug 28

Using existing research (Chapter 3)

Client assessment

Introduction to consumer survey data (Simmons)

Week 3

W, Sept 4

Report on consumer survey data (Simmons)

Week 4

M, Sept 9

Research ethics (Chapter 4)

W, Sept 11

Defining concepts (Chapter 5); Reliability and validity (Chapter 6)

Revise client assessment

Week 5

M, Sept 16

Research proposal

W, Sept 18

Quiz 1

Qualitative research (Chapter 12)

Plan field research

Week 6

M, Sept 23

Qualitative research (Chapter 13)

W, Sept 25

Content analysis (Chapter 11)

Write field report

Week 7

M, Sept 30

Plan focus groups

W, Oct 2

Conduct focus groups

Week 8

M, Oct 7

Exam 1

W, Oct 9

Sampling (Chapter 8)

Write focus group report

Week 9

M, Oct 14

Measurement (Chapter 7)

W, Oct 16

Surveys (Chapter 10)

Using Qualtrics

Week 10

M, Oct 21

Design a survey questionnaire (Qualtrics)

W, Oct 23

Experiments (Chapter 9)

Plan experimental design

Week 11

M, Oct 28

Design experimental stimuli

W, Oct 30

Quiz 2

Big data

Week 12

M, Nov 4

Web analytics (Google Analytics for Beginners)

W, Nov 6

Web analytics (Advanced Google Analytics)

Week 13

W, Nov 13

Descriptive statistics (Chapter 14)

Week 14

M, Nov 18

Inferential statistics (Chapter 15)

W, Nov 20

Data analysis and report

Week 15

M, Nov 25

Work on presentation

Week 16

M, Dec 2

Exam 2

W, Dec 4

Presentations

Attendance

Regular, consistent attendance is necessary for success in this course. Attendance records will be taken and will factor into final participation grades. Absences for reasons recognized by the university can be excused if notice is given in advance (or as soon as possible in the event of a genuine emergency).

Accommodations

Students with disabilities requesting accommodations should first register with the UF Disability Resource Center at (352) 392-8565 by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodations. Students with disabilities should follow this procedure as early as possible in the semester.

Course Communication

Course materials and updates will be posted regularly to Canvas. Course-related questions should be communicated via email to Ms. Lee (dongheele@ufl.edu) or Dr. Johnson (benjaminkjohnson@ufl.edu). We intend to respond within 24 hours (usually much sooner). We also encourage you to make good use of office hours and in-class discussion.

Class Demeanor

Students are expected to arrive to class on time and behave in a manner that is respectful to the instructor and to fellow students. Please avoid the use of mobile phones and restrict eating to outside of the classroom. Opinions held by other students should be respected in discussion, and conversations that do not contribute to the discussion should be held at minimum, if at all.

Honor Code

You are required to abide by the University of Florida Student Honor Code. Any violation of the academic integrity expected of you will result in a minimum academic sanction of a zero on the assignment. We take originality in writing and creative work very seriously, and expect you to fully understand what is considered plagiarism. We are always available to proactively discuss any uncertainties or ambiguities before you submit an assignment. Any alleged violations of the Student Honor Code will automatically result in a referral to Student Conduct and Conflict Resolution. Please review the Student Honor Code and Student Conduct Code at <http://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>

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>

Counseling and Wellness Center

Contact information for the Counseling and Wellness Center is available at <http://www.counseling.ufl.edu/cwc/Default.aspx> or (352) 392-1575. Contact University Police at (352) 392-1111 or 911 for emergencies.

Assignments

Report on Consumer Survey Data (5%): Due Sept 6 at 10:00am

Your group will use Simmons OneView (and other existing databases, as relevant to your chosen client) to establish background information about the market. The key outcomes are your ability to navigate and interpret existing data and findings, and to clearly communicate what you found. This step also helps to identify questions you can address with your own research.

Research Proposal (5%): Due Sept 20 at 10:00am

Your group will complete a worksheet identifying and evaluating key characteristics of your client, as well as a specific problem that can be addressed by primary research. This problem will then be the basis for a set of hypotheses and research questions that will guide your research this semester. They are the foundation for the semester's assignments, so it is critical to identify key concepts and how they may relate to each other.

Field Research (5%): Report due Sept 27 at 10:00am

Your group will design an ethnographic or other observational study to address your question(s) with rich, qualitative insights. Outside of class, you will make observations and take notes regarding target consumers. You will then use qualitative techniques to analyze and interpret your findings.

Focus Group (10%): Report due Oct 11 at 10:00am

Your group will design a focus group session to address your question(s) with rich, qualitative insights. During class, you will conduct a focus group either with your peers or target consumers. You will then use qualitative techniques to analyze and interpret your findings.

Online Survey (10%): Due Oct 25 at 10:00am

Based on your research so far, your group will identify relevant variables that can be assessed with a survey instrument. Your group will develop or adapt sample-appropriate questionnaire items, and prepare them for delivery in the Qualtrics survey platform.

Experimental Stimuli: (10%): Due Nov 1 at 10:00am

Building further, your group will propose message characteristics that can be tested in an experimental design. You will develop new, or adapt existing, advertising messages to produce a carefully manipulated set of experimental stimuli.

Google Analytics Individual Qualification (10%): Certificate due Nov 15 at 10:00am

Each of you will earn a Google Analytics IQ (or other web or social media analytics) certification by completing the two required courses and taking the certification test.

Data Analysis Report (5%): Due Nov 22 at 10:00am

Your group will analyze a dataset provided by the instructor, in order to directly test relevant research questions/hypotheses. You will apply basic statistical tests to answer several questions posed in a worksheet.

Presentation (10%): Given in-class Dec 4; Slides due to Canvas by 11:59pm

Your group will give a 10- to 12-minute presentation about the research that you conducted this semester. You will integrate your findings to make recommendations not only for future research, but also for specific strategy and techniques that your research has implied would address the challenges your client faces.

Participation (5%)

You are expected to have strong attendance, proactive classroom engagement, and to be a cooperative and positive group member. Group members will provide anonymous feedback on their peers (to the instructor), and the instructor will assess your performance.

Quizzes and Exams (25%): See schedule for in-class dates

A mix of multiple choice and short essay questions will be used to assess your retention and comprehension of the assigned readings, class lectures, and class activities. Questions will also ask you to apply your knowledge and be imaginative and thoughtful. The quizzes will have about 10 questions each, and the exams will have about 30 questions each. We reserve the right to make quizzes and exams cumulative in their content, but we will generally focus on testing the most recently covered content from class and texts.

Extra Credit

An important part of understanding how research is conducted is by participating in research yourself. Up to two extra credits (adding 2% to your final grade) will be offered for research participation through CJC's SONA research management system (<https://ufl-cjc.sona-systems.com>). Two credits take a total of 120 minutes to earn (you also earn 15 minutes of credit for each on-site study you attend). A credit is worth 1% of your final grade. Please register a SONA account and choose studies to participate in to receive extra credits for this class. Check SONA regularly to see what studies have become available. Typically, it is not until around maybe the third week of the semester that studies will become available. You should NOT wait until the last minute to sign up for participation because people tend to procrastinate and research opportunities will be limited by the end of the semester. In fact, it is probably wise to participate early in the semester when your course loads are the lightest. Please see this video below for how to set up your SONA account: https://youtu.be/_1OnT2ZU6QQ. If you have any questions, please contact the CJC SONA administrator at uf-cjc-sonasystems@jou.ufl.edu