

Digital Insights

ADV3500-0012 (17121)

M, T, W, R, F | Period 2 (9:30 AM - 10:45 AM) | Online

Summer A, 2020

Instructor

Rang Wang

Communication: Please contact me via email (myer07@ufl.edu) with personal questions and use the course Slack channel or the Canvas Discussion Boards for course-related questions (e.g., lectures, assignments).

Virtual office hours via Zoom: Wednesdays, 1:30 pm – 3:30 pm, or by appointment

Course Description

This course helps students learn how to obtain consumer insights in the digital age through advertising research. It introduces students to the scientific way of acquiring, evaluating, and analyzing market data for advertising decisions. The course emphasizes identifying advertising problems, understanding the scientific method, selecting appropriate methodologies, analyzing data, and providing actionable insights for brands.

Course Learning Objectives

- Understand the characteristics of advertising research.
- Understand the varied methods of advertising research, including secondary research, qualitative research, quantitative research, and big data analytics.
- Be able to design and conduct research to gather useful information about consumers/audiences, brands, competitors, and markets.
- Interpret and translate relevant findings into recommendations for specific persuasive strategies and techniques.
- Appreciate how digitization has altered our ability to capture and analyze insights about audiences and consumers.

Prerequisites

- 3JM ADV
- STA 2023
- Minimum grades of C in ADV3008 and MAR3023.

Recommended Text

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

An electronic copy of the textbook is available via UF Libraries: <https://bit.ly/2Tx0hL2>. To access the eBook, you must log in using the UF [VPN](#).

Course Format

This online course will be “**hybrid**” with both asynchronous and synchronous learning sessions:

- **Asynchronous sessions:** All lectures will be pre-recorded and uploaded to Canvas (<http://elearning.ufl.edu>). You can access them at your chosen time. We will also have a course Slack channel and designated Canvas Discussion Boards where you are encouraged to post any lecture-related questions (be free to use the option you prefer). You can expect my response within the same day. In addition to lecture videos, all announcements, assignments, and grades will be posted to Canvas. It is your responsibility to check Canvas regularly.
- **Synchronous (live) sessions:** Once a week, we will meet on Zoom to work on the assignments. During these live sessions, you and your group mates will collaborate on the group projects in your breakout room and I will be there to help. Attendance at live sessions is mandatory.

Course Communication

Course materials and updates will be posted regularly to Canvas. Please contact me via email with personal questions and use the course Slack channel or the Canvas Discussion Board for course-related questions. I have a policy of responding within 24 hours. I also encourage you to make good use of the virtual office hours and live sessions.

Technology Requirement

We will use Canvas, Zoom, Slack (optional), and email for instruction and communication. In addition, you will need the UF [VPN](#) to access the electronic copy of the recommended textbook and some of the databases we will learn in this course. If you experience technology or connectivity challenges, seek help from the [UF Computing Help Desk](#) at (352) 392-4357.

Attendance

Students are required to attend **all live sessions**. Attendance records will be taken and will factor into final grades. Absences for reasons recognized by the university (e.g., religious holidays, medical excuses) can be excused if notice is given in advance (or as soon as possible in the event of a genuine emergency). You will need to provide proper documentation (e.g., a doctor’s note or hospitalization record) for your absence. Unexcused absences will result in a loss of **1 point (1% of final grade) per absence**.

Late Work Policy

Assignments are due at the specified dates and times. Any work that is turned in after the due date will be considered late. Late work will be assessed with a **20% penalty for each day it is late**. No work will be accepted **TWO** days after it was originally due.

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.

Evaluations

Group Assignments	60 Points	60%
Interview design	15	15%
Interview report	15	15%
Survey design	15	15%
Survey report	15	15%
Individual Assignments	35 Points	35%
Module activities	20	20%
Peer Evaluation	5	5%
Exam	10	10%
Attendance	5 Points	5%
TOTAL	100 Points	100%
Extra Credits		2%

Grading Policy

Letter Grade	Point Scale (100 Points)	Percent Scale (100%)
A	≥ 93	≥ 93%
A-	90 – 92.9	90% – 92.9%
B+	87 – 89.9	87% – 89.9%
B	83 – 86.9	83% – 86.9%
B-	80 – 82.9	80% – 82.9%
C+	77 – 79.9	77% – 79.9%
C	73 – 76.9	73% – 76.9%
C-	70 – 72.9	70% – 72.9%
D+	67 – 69.9	67% – 69.9%
D	63 – 66.9	63% – 66.9%
D-	60 – 62.9	60% – 62.9%
E	< 60	< 60%

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

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

Class Demeanor

Students are expected to attend the live sessions on time and behave in a manner that is respectful to the instructor and to fellow students. 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. I take originality in writing and creative work very seriously, and expect you to fully understand what is considered plagiarism. I am 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 professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. 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 <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.”

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/Default.aspx>, 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: 392-1111 (or 9-1-1 for emergencies). <http://www.police.ufl.edu/>

Tentative Course Schedule

Date	Topic	Assignments
Week 1		
5/11 (M)	Introduction (live)	Due by 5/15: Module activities
5/12-5/15 (T-F)	Research basics, ethics, and measurement	
Week 2		
5/18-5/21 (M-R)	Secondary research; qualitative research, part I	Due by 5/21: Module activities
5/22 (F)	Assignment session (live): Interview design	Due by 5/24: Interview design
Week 3		
5/25 (M)	Holiday	
5/26-5/28 (T-R)	Qualitative research, part II	Due by 5/28: Module activities
5/29 (F)	Assignment session (live): Interview report	Due by 5/31: Interview report
Week 4		
6/1-6/4 (M-R)	Quantitative research, part I	Due by 6/4: Module activities
6/5 (F)	Assignment session (live): Survey design	Due by 6/7: Survey design
Week 5		
6/8-6/11 (M-R)	Quantitative research, part II	Due by 6/11: Module activities
6/12 (F)	Assignment session (live): Survey report	Due by 6/14: Survey report
Week 6		
6/15-6/18 (M-R)	Big data analytics	Due by 6/18: Module activities
6/19 (F)	Exam	Due by 6/19: Exam

Dates and topics in this schedule are subject to change upon certain circumstances.