

## **Digital Insights**

ADV 3500 Section 136B &136C

Spring 2021

Time: Tuesday 11:45 am to 1:40 pm & Thursday 12:50 am to 1:40 pm

Location: Weimer 1092 & Zoom

<https://ufl.zoom.us/j/92713935028?pwd=SWtZMkdrVUI0Tm9XdMjrWWE4bE9pZz09>

### **Instructor**

Dr. Huan Chen

[huanchen@jou.ufl.edu](mailto:huanchen@jou.ufl.edu)

Virtual Office Hours: T/TH 10:30 am to 11:30 am and by appointment

### **Course Description**

This course will acquaint students with knowledge and skills of doing research and generate insights in today's digital world. ADV 3500 will provide information for decision making to solve communication and persuasion problems and issues in different social and cultural contexts. Students will gain an understanding of the ecology of the digital world and culturally diverse society, as well as learn various research methods and analytic tools that could be applied to generate insights and facilitate decision making in such an environment.

### **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 contexts
- Understand where to go and how to utilize secondary research tools and information, including valuable discipline resources on and off campus
- Understand basic consumer/audience/media analytics
- Understand basic concepts and tools of big data and AI
- 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.

## **Recommended Text**

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.

## **Prerequisites**

The prerequisites for ADV 3500 are 3JM ADV; STA 2023; minimum grades of C in ADV 3008, MAR 3023 and MMC 2100.

**Tentative Schedule** (subject to change with adequate notice to participants)

### **Week 1**

1/12

Doing Research in a Digitalized and Culturally Diversified World

Ch 1

Introduction to Advertising Research

Ch 2

1/14

Introduction to Advertising Research

Ch 3 & Ch 4

Team Formation

Brand of Group Project DUE

### **Week 2**

1/19

Guest Lecture on Databases

Introduction to Advertising Research

Ch 3 & Ch 4

A#1 DUE

1/21

Secondary Research

Ch5, Ch7 & Ch8

### **Week 3**

1/26

Secondary Research

Ch 6

Test 1 Review

A#2 DUE

1/29

Test 1

**Week 4**

2/2

Crosstab

Simmons

2/4

Simmons

.

**Week 5**

2/9

Primary Research – Qualitative Research

In-depth Interview (Online vs. Offline)

Ch 9 & Ch 12

A#3 DUE

2/11

OCEL.AI workshop 1: Story Telling

**Week 6**

2/16

Primary Research – Qualitative Research

Focus Group (Online vs. Offline)

Ch 10 & Ch 13

SA DUE

2/18

No Class/Conducting In-depth Interview

**Week 7**

2/23

Observation (Online vs. Offline)

Test 2 Review

A#4 DUE

2/25

No Class/Recharge Day

### **Week 8**

3/2

OCEL.AI workshop 2: Data Sharing & Machine Learning Experience

3/4

Test 2

### **Week 9**

3/9

Qualitative Data Analysis & NVivo

Primary Research – Quantitative Research

Experiment Research

Ch 17 & Ch 24

A#5 DUE

3/11

Experiment Research

Ch 24 & Ch 25

### **Week 10**

3/16

Survey Research

Ch 16 to Ch 19

3/18

Survey Research

Ch 16 to Ch 19

### **Week 11**

3/23

Qualtrics Training

Test 3 Review

3/25

Test 3

### **Week 12**

3/30

OCEL.AI Workshop 3: Applications  
Qualitative Research Report DUE

4/1

Qualtrics Training

### **Week 13**

4/6

Statistics  
Chapter 32  
A#6 DUE

4/8

OCEL.AI Workshop 4: Ethics

### **Week 14**

4/13

Statistics/SPSS  
Chapter 32  
Big Data/AI Research Report DUE

4/15

SPSS

### **Week 15**

4/20

Meet with Instructor  
Quantitative Research Report DUE

4/22

No Class/Finalizing Group Project

### **Week 16**

4/27

Group Presentations  
Final Group Project Report DUE

## Evaluation of Grades

Assignment	Total Points	Percent of Grade
Assignments <ul style="list-style-type: none"><li>• Small assignment *4</li><li>• Big assignment * 2</li></ul>	300	30%
Exam 1	100	10%
Exam 2	100	10%
Exam 3	100	10%
Project	300	30%
Participation	100	10%
TOTAL	1000	100%

## Grading Policy

Score	Percent	Grade	Grade Points
934-100	93.4-100	A	4.00
900-933	90.0-93.3	A-	3.67
867-899	86.7-89.9	B+	3.33
834-866	83.4-86.6	B	3.00
800-833	80.0-83.3	B-	2.67
767-799	76.7-79.9	C+	2.33
734-766	73.4-76.6	C	2.00
700-733	70.0-73.3	C-	1.67
667-699	66.7-69.9	D+	1.33
634-666	63.4-66.6	D	1.0
600-633	60.0-63.3	D-	0.67
0-599	0-59.9	E	0.00

More information on grades and grading policies is here:

<https://catalog.ufl/ugrad/current/regulations/info/grades.aspx>

## Class Attendance and Make-Up Policy

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

## Student Requiring Accommodations

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, [www.dso.ufl.edu/drc/](http://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 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/>.

### **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 cell 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.

### **Materials and Supplies Fees**

There are no additional fees for this course.

### **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/sccr/process/student-conduct-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.

### **Counseling and Wellness Center**

Contact information for the 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.