Advertising Undergraduate Research
ADV 4910-0310
Online at https://ufl.instructure.com/courses/425376
Meetings on Tuesday and Thursday at 10:40 in Zoom
And Thursdays at 11:45 in FLG 0210
Spring 2021

Instructor
Dr. Benjamin Johnson
benjaminkjohnson@ufl.edu
(352) 273-2183
Office Hours: Mondays 12:30-1:30pm on Zoom; Or by appointment

Course Description
Mentored but self-directed work enables individuals or small groups to explore an issue of interest to them and to communicate their results to others. Depending on the topic, projects may involve inquiry, design, investigation, scholarship, discovery, or application.

Required Text
None.

Reading Requirements
- You will be assigned relevant journal articles and popular press stories, as relevant to our research topic.
- You will find it necessary to use the UF VPN (http://www.uflib.ufl.edu/login/vpn.html) to access paywalled articles as well as the IRB website and training.
- We will use APA style (7th edition) in the course, which is documented in the APA Publication Manual (ISBN-13: 978-1433832161) or at https://apastyle.apa.org/.

Prerequisites
- ADV 3500 (or equivalent)

Project Description
Media Psychology of Influencers and Native Ads.
My research program uses realistic experiments to understand the appeal of persuasive social media messages, especially influencers and native ads. I use experimental designs to test how people respond to different characteristics of social media, sources, and posts. In particular, I focus on individual's motivation, self-concept, and emotion. Relevant contexts include health, fashion, politics, and lifestyle, on platforms such as Instagram, TikTok, YouTube, and beyond. You'll have the opportunity to work hands-on with the key stages of this research: planning and designing a study, preparing stimulus messages, writing a questionnaire, collecting data, running basic analyses, and writing about our expectations and findings. Work can be virtual or socially distant, with weekly meetings and collaborative work online.

Grading
Assignments and Schedule
The following is a flexible schedule for each component of the course. Deadlines are subject to change, depending on the development of the project. Student performance will be judged based on the effort and quality of work at each of these eight stages.
1. IRB Training (January 11-January 24)
2. Literature Review (January 25-Februay 7)
3. Hypotheses and Research Questions (February 8-February 14)
4. Study Design (February 15-March 7)
5. Data Collection (March 8-March 28)
6. Data Analysis (March 29-April 11)
7. Presenting Results (April 12-April 18)
8. Reflection (April 19-April 30)

Grade Overview
This course is graded as Satisfactory/Unsatisfactory, for 1, 2, or 3 credits. Each credit requires 5 hours a week of work over the course of the semester. If you take this course as an Experiential Learning credit, for the ADV Persuasive Messaging Track (https://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/ADV_BSAD/ADV_BSAD02/), then you should take this course for 3 credits.

More information on grades and grading policies can be found on the UF Grades and Grading Policies webpage (https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/).

Course Policies
COVID-19 Protection and Care
During this course, you will meet with me and your peers either online or under strict social distancing guidelines. All our work must be conducted in a way that avoids unnecessary physical proximity during the pandemic. We will use Canvas, Zoom, email, Slack, Google Docs, and other channels as needed.

Please take the UF COVID Safety Pledge at https://sg.ufl.edu/ipledgeflorida/take-the-pledge. As the university and other institutions attempt to partially re-open, it is important that you and every other person exercises the maximum amount of caution and prevention. Please be a gator for the greater good and follow all guidelines, including mask coverings and social distancing: https://policy.ufl.edu/policy/masking-and-physical-distancing/.

In-class students who breach mask, distancing, or campus clearance protocols will be asked to leave and will be reported to university administration. Students who are cleared to be on campus and have opted to attend a face-to-face weekly appointment will be expected to stick to that arrangement unless university policy changes. Students are strongly encouraged to receive regular COVID testing as available; the instructor receives COVID testing as frequently as possible.

In the event that your health, family, living arrangements, or schedule is disrupted by the pandemic, please contact the instructor via email to request the support or extra time that you

need. This semester may be unpredictable, but you still deserve the full educational experience that you've enrolled in. We are here to make sure that happens. Please monitor UF's communications about coronavirus (https://coronavirus.ufl.edu/) and follow guidelines.

Participation
Regular, consistent participation is necessary for success in this course. If you need to step away from an activity for a short period of time, simply let the instructor (and peers, if relevant) know in advance.

Deadlines
In principle, all deadlines in this course are final. Exceptions and extensions can be made, if notice is given in advance via a professionally-worded email. The instructor reserves the right to accept or reject requests for absence or extensions. 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). If an assignment receives a failing grade, the student may request a reevaluation via a professionally-worded email. However, be aware that this may lead to a higher, lower, or same, grade.

Course Communication
Course materials and updates will be posted regularly to Canvas. Course-related questions should be communicated via Canvas inbox or email to Dr. Johnson (benjaminkjohnson@ufl.edu). I typically respond within a few hours. I also encourage you to make good use of open discussions on Canvas or Slack.

Technology Requirements
The students are required to have access to a laptop or computer with reliable Internet access. They will need the UF VPN (http://www.uflib.ufl.edu/login/vpn.html) to access some library resources off-campus, and to access the IRB website and training (even on-campus).

Students will need access to a word processing program and a database program (Excel or similar). UF provides access to virtual versions of these Office programs at UF Apps.
You may be asked to access articles from scientific journals, via UF Libraries, which requires the use of the VPN when off-campus.

Additionally, students need to be able to install one piece of free software on their own computer, Jamovi stats.

Class Demeanor
Students are expected to behave in a manner that is respectful to the instructor and to fellow students. Opinions held by other students should be respected in group work and during discussion, and conversations should be constructive and on-topic. If you experience frustration or conflict with a fellow classmate, please notify the instructor and I can help.

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, refer to the Netiquette Guide for Online Courses (http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf)

UF Policies

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. For helpful information on original work, see:
https://guides.uflib.ufl.edu/copyright/plagiarism
http://oaa.osu.edu/assets/files/documents/hownottoplagiarize.pdf
https://plagiarism.arts.cornell.edu/tutorial/index.cfm

I am always available to proactively discuss any uncertainties or ambiguities before you submit an assignment. You may also use the free iThenticate service via UF to check your work in advance (https://elearning.ufl.edu/supported-services/ithenticate/).

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/

Accommodations
Students with disabilities requesting accommodations should first register with the UF Disability Resource Center (https://disability.ufl.edu/about/contact-us/) 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.

Online Course Evaluations
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/.

Please note (adapted from https://doi.org/10.1371/journal.pone.0216241): Student evaluations of teaching play an important role in the review of faculty. Your opinions influence the review of instructors that takes place every year. Student evaluations of teaching are often influenced by students' unconscious and unintentional biases about the race and gender of the instructor. Women and instructors of color are systematically rated lower in their teaching evaluations than white men, even when there are no actual differences in the instruction or in what students have learned. As you fill out the course evaluation please keep this in mind and make an effort to resist stereotypes about professors. Focus on your opinions about the content of the course (the

assignments, the textbook, the in-class material) and not unrelated matters (the instructor's appearance).

Resources
Health and Wellness
U Matter, We Care (https://umatter.ufl.edu/) If you or a friend is in distress, please contact umatter@ufl.edu or (352) 294-2273 so that a team member can reach out to the student.

Counseling and Wellness Center (http://www.counseling.ufl.edu/) If you would benefit from talking to someone or getting resources to cope with stress or any other thoughts and feelings, please call (352) 392-1575 or visit https://counseling.ufl.edu/about/location-hours-contact/.

Title IX (https://titleix.ufl.edu/) To report sexual assault, harassment, or discrimination, please contact the Title IX office via their website, inform@titleix.ufl.edu, or (352) 275-1242.

Student Health Care Center (https://shcc.ufl.edu/) Please visit the website or call (352) 392-1161 for 24/7 information to help you find the care you need.

University Police Department (http://www.police.ufl.edu/) UPD can be reached at (352) 392-1111 (or 9-1-1 for emergencies).

Academic Resources
E-learning Technical Support (https://elearning.ufl.edu/keep-learning/) For help with Canvas and other technologies for this course, contact helpdesk@ufl.edu or (352) 392-4357 (select option 2).

Career Connections Center (http://www.crc.ufl.edu/) For career assistance and counseling, contact UFCareerCenter@ufsa.ufl.edu or (352) 392-1601; Located in Reitz Union suite 1300.

Ask-A-Librarian (https://uflib.ufl.edu/find/ask/) This site provides multiple ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center (https://teachingcenter.ufl.edu/) This office helps with tutoring, study groups, and general study skills. Visit the website or call (352) 392-2010.

Writing Studio (http://writing.ufl.edu/writing-studio/) This office helps with brainstorming, formatting, and writing papers. Visit the website to make an appointment, or call (352) 846-1138.

UF Online/Internet Privacy Statement (https://privacy.ufl.edu/privacy-policies-and-procedures/onlineinternet-privacy-statement/) UF's statement about privacy and data security.

Disclaimer
This syllabus represents the instructor's current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.