Digital Insights
ADV 3500-292E
Tuesdays 3:00-4:55pm Weimer 1076
Thursdays 3:00-3:50pm Weimer G030
and online at https://ufl.instructure.com/courses/441962
Fall 2021

Instructor
Dr. Benjamin Johnson
benjaminkjohnson@ufl.edu
(352) 273-2183
Office Hours: Mondays 11:30am-1:30pm, Weimer 2066B or https://ufl.zoom.us/j/98435584554

Teaching Assistant
Chelsea Hampton
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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. (2020). *Applied communication research methods: Getting started as a researcher* (2nd ed.). Routledge. ISBN-13: 978-0367178710

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 tests ask about concepts from readings, lectures, activities, and assignments.

An online version of the textbook is available via UF Libraries: https://bit.ly/2L1Lx4G. In addition to the textbook, additional 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

Readings are due at the start of class on the date listed.

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

Course Learning Objectives
- Explain 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

Grading

Assignments
The course is structured around a series of projects in which you will plan or conduct research to address specific advertising problems. The instructor will work with you to provide and identify problems for each project. Each project reflects a specific method, and builds toward a final presentation that accumulates and reflects on your work this semester. Assignments are due, vias Canvas, at the start of class on the date listed.

Grade Overview
There are 1,000 points available in this course. Points are accumulated by earning grades for the following assignments, tests, and activities.
- Secondary data = 100 points
- Research proposal = 100 points
- Ethnography = 100 points
- Focus group = 100 points
- Online survey = 100 points
- Experimental stimulus = 100 points
- Participating in research = 20 points
- Data analysis = 50 points
- Analytics qualification = 100 points
- Presentation = 100 points
- Test 1 = 50 points
- Test 2 = 50 points
- Participation = 20 points
- Pop quizzes (~3) = 10 points

Grading Policy
A is 934 or more points
A- is 900 to 933 points
B+ is 867 to 899 points
B is 834 to 866 pointss
B- is 800 to 833 points
C+ is 767 to 799 points
C is 734 to 766 points
C- is 700 to 733 points
D+ is 667 to 699 points
D is 634 to 666 points
D- is 600 to 633 points
E is 599 or fewer points

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/).

Schedule

Week 1
T, Aug 24
Introductions

R, Aug 26
Read syllabus
Read Chapter 1
Read Chapter 2
Introduction to research (lectures in italics)

Week 2
T, Aug 31
Read Chapter 3
Existing research
In class: Using MRI-Simmons

R, Sept 2
Read Chapter 4
Research ethics

Week 3
T, Sept 7
Assignment due: Secondary data
Read Chapter 5
Concepts and variables
In class: Work on research proposal

R, Sept 9

Read Chapter 6
Reliability and validity

Week 4
T, Sept 14
Assignment due: Research proposal
Read Chapter 12
Qualitative data collection
In class: Plan ethnography

R, Sept 16
Read Chapter 13
Qualitative analysis

Week 5
T, Sept 21
Assignment due: Ethnography
Read Chapter 11
Content analysis
In class: Plan focus group

R, Sept 23
Out of class: Conduct focus groups

Week 6
T, Sept 28
Test 1
In class: Analyze focus groups

R, Sept 30
Assignment due: Focus group
In class: Practice presentations and participate in research

Week 7
T, Oct 5
Read Chapter 8
Sampling
In class: Sampling exercises

R, Oct 7
Read Chapter 7
Measurement

Week 8
T, Oct 12
Read Chapter 10

Surveys
In class: Qualtrics

R, Oct 14
In class: Design online survey

Week 9
T, Oct 19
Assignment due: Online survey
Read Chapter 9
Experiments
In class: Plan experimental design

R, Oct 21
In class: Design experimental stimuli

Week 10
T, Oct 26
Assignment due: Experimental stimuli
In class: TBA

R, Oct 28
Read Chapter 14
Descriptive statistics

Week 11
T, Nov 2
Read Chapter 15
Inferential statistics
In class: Excel and Jamovi exercises

R, Nov 4
In class: Data analysis

Week 12
T, Nov 9
Assignment due: Data analysis
Analytics
In class: Web analytics certification

Week 13
T, Nov 16
In class: Web analytics certification

R, Nov 18
Assignment due: Analytics qualification

Reporting results

Week 14
T, Nov 23
Assessing and applying research

Week 15
T, Nov 30
Test 2

R, Dec 2
In class: Prepare presentations

Week 16
T, Dec 7
Presentations

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Course Policies
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COVID-19 Protection and Care
In response to COVID-19, the following practices are in place to maintain your learning environment, to enhance the safety of our in-classroom interactions, and to further the health and safety of ourselves, our neighbors, and our loved ones.

If you are not vaccinated, get vaccinated. Vaccines are readily available at no cost and have been demonstrated to be safe and effective against the COVID-19 virus. Visit this link for details on where to get your shot, including options that do not require an appointment: https://coronavirus.ufhealth.org/vaccinations/vaccine-availability/. Students who receive the first dose of the vaccine somewhere off-campus and/or outside of Gainesville can still receive their second dose on campus.

You are expected to wear approved face coverings at all times during class and within buildings even if you are vaccinated. Please continue to follow healthy habits, including best practices like frequent hand washing. Following these practices is our responsibility as Gators.
- Sanitizing supplies are available in the classroom if you wish to wipe down your desks prior to sitting down and at the end of the class.
- Hand sanitizing stations will be located in every classroom.

If you are sick, stay home and self-quarantine. Please visit the UF Health Screen, Test, & Protect website about next steps, retake the questionnaire, and schedule your test for no sooner than 24 hours after your symptoms began. Please call your primary care provider if you are ill and need immediate care, or contact the UF Student Health Care Center at 352-392-1161 (or email covid@shcc.ufl.edu) to be evaluated for testing and to receive further instructions about returning to campus. UF Health Screen, Test, & Protect offers guidance when you are sick, have been exposed to someone who has tested positive, or have tested positive yourself. Visit the UF Health Screen, Test, & Protect website for more information:

https://coronavirus.ufhealth.org/screen-test-protect-2/frequently-asked-questions/covid-19-exposure-and-symptoms-who-do-i-call-if/

- Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work.
- If you are withheld from campus by the Department of Health through Screen, Test, & Protect you are not permitted to use any on campus facilities. Students attempting to attend campus activities when withheld from campus will be referred to the Dean of Students Office.

Continue to regularly visit https://coronavirus.ufhealth.org and https://coronavirus.ufl.edu for up-to-date information about COVID-19 and vaccination.

Participation
Regular, consistent participation is necessary for success in this course. If you need to step away from an activity or assignment for a period of time, simply let the TA or instructor know via email. I will "take attendance" to learn names and say hi, but will not track attendance for points/penalties this semester. If you are sick, or need to quarantine following exposure to someone who is sick, stay home. We will be agile and flexible this semester, to stay safe and healthy.

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 extensions. 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 discussed in class and posted periodically to Canvas. Course-related questions should be communicated via Canvas inbox or email to the TA, Mrs. Hampton (champton1@ufl.edu) or Dr. Johnson (benjaminkjohnson@ufl.edu). We respond within 24 hours, and usually much sooner.

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, as well as their Gatorlink credentials.

Students will need access to a word processing program (Word or similar), a database program (Excel or similar), and a presentation program (PowerPoint or similar). UF provides access to virtual versions of these Office programs at UF Apps.

You will be asked to access a number of online resources such as Simmons, LinkedIn Learning, and scientific journals, via UF Libraries or its dedicated page for Advertising Research (https://businesslibrary.uflib.ufl.edu/adv3350).

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

In the event of any technology failures (any of the above tools, or Canvas itself), please contact the instructor via email. In most cases, the problem may involve human error or system maintenance and can be resolved quickly with troubleshoot or patience. Please be proactive in contacting the instructor via email with any technological issues. In the event of persistent technological failure, the instructor reserves the right to specify alternate plans for access and delivery of the activity or assignment.

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 class, 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.

Recordings
Florida recently passed House Bill 233. It is state law, but is being challenged in court.

The law permits students to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

Please know that you do <u>not</u> have my consent to record class lectures.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third-party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

Version 1.0. Updated 24 Aug 2021

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.

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.