

Advertising Undergraduate Research

ADV 4910-04FE

Online at <https://ufl.instructure.com/courses/442995>

Meetings Thursdays from 4:00-4:50pm at <https://ufl.zoom.us/j/92237907217>
Fall 2021

Instructor

[Dr. Benjamin Johnson](#)

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(352) 273-2183

Office Hours: Mondays 11:30am-1:30pm, Weimer 2066B or <https://ufl.zoom.us/j/98435584554>

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

Instagram and TikTok Authenticity

How do brands, influencers, and regular people balance their social media images to be as “authentic” as possible? This project investigates this question, giving students the opportunity to plan, design, analyze, and present original research. You will have hands-on engagement with the research process, and learn about two methods: content analysis and experimentation. The project has two stages. In the first stage, we will collect a sample of Instagram posts/stories/reels, and a collection of TikTok videos, focusing on several brands. We will develop and apply a "codebook" that lets us categorize posts based on their authenticity and quality, as well as other features such as humor and sponsorship. This stage should go from start to finish over the course of the semester, and this will be our focus. In a second stage, the results of the content analysis will be used to design experiments. This work will start in Fall 2021, during our semester together, but will continue into the future. Experiments will be designed to present existing posts, Photoshopped posts, as well as edited or original TikTok videos. The purpose of these experiments is to test theories about authenticity, sponsorship, and differences

between social media platforms. This project is led by Dr. Benjamin Johnson (<https://www.jou.ufl.edu/staff/benjamin-johnson/>), and may involve collaboration with UF graduate students and faculty from UF and other universities. Meetings are once a week. We will follow weekly COVID safety guidelines, so may meet in-person or via zoom. Students may earn ADV4910 course credit (1, 2, or 3 credits; 5 weekly hours per credit). Interested students should apply at https://ufl.qualtrics.com/jfe/form/SV_9yOkOiSP2tcnC0m.

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 (August 26-September 3)
2. Literature Review (September 7-September 23)
3. Hypotheses and Research Questions (September 23-September 30)
4. Study Design (September 30-October 14)
5. Data Collection (October 14-November 10)
6. Data Analysis (November 15-November 23)
7. Presenting Results (November 29-December 2)
8. Reflection (December 2-December 10)

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

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.uflhealth.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 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.

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.