

University of Florida
College of Journalism and Communications
Department of Advertising

Digital Insights

ADV3500 Section 5082

Time: Tuesday, Period 2-3 (8:30AM – 10:25AM) & Thursday, Period 3 (9:35AM – 10:25AM)

Weimer 1074

Spring 2022

“Doing research is essentially like solving a puzzle. [...] Solving the puzzle can be fun, and expert puzzle-solvers make a very nice living.” (Professor Frank Pajares, summarizing some of Thomas Kuhn’s ideas. For more information, go to <http://www.uky.edu/~eushe2/Pajares/kuhnsyn.html>)

INSTRUCTOR

Dr. Juliana Fernandes

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Office Phone Number: (352) 392-9359

Office Hours: Tuesdays 12:15pm – 1:45pm and Thursdays 1:00pm – 2:00pm

ABOUT THE INSTRUCTOR:

Dr. Juliana Fernandes (Ph.D. University of Florida, 2010) is an Assistant Professor in the Department of Advertising in the College of Journalism and Communications at the University of Florida. Dr. Fernandes is an expert in the use and effects of negative information in persuasive communication messages and how social and traditional media are used as a strategic tool during political campaigns. She has published academic articles in top advertising and mass communication journals (*Journal of Advertising*, *International Journal of Advertising*, *Journal of Current Issues & Research in Advertising*, *Mass Communication & Society*, *Journal of Public Relations Research*, *Journalism*, *Journalism Practice*, *Communication Studies*, *Environmental Communication*, *American Behavioral Scientist*, *American Journal of Media Psychology*, and *Journal of Social Media in Society*) and has several book chapters in edited collections. She has mentored several undergraduate and graduate students on a variety of research and professional projects. Her teaching philosophy centers on the link between conceptual foundation, research, and practice in advertising. She believes that good advertising practice cannot be achieved without strong conceptual foundation and research expertise. To learn more about Dr. Fernandes, please visit her personal website: www.julianafernandes.com

COURSE DESCRIPTION

From UF undergraduate catalog: 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.

COURSE PREREQUISITES

3JM ADV; STA 2023; minimum grades of C in ADV 3008, MAR 3023

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
- ✓ Understand where to go and how to utilize secondary research tools and information, including valuable discipline resources on and off campus
- ✓ Understand the basic consumer/audience/data/media analytics
- ✓ Understand the characteristics, value, and use of major digital marketing communications
- ✓ 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 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.

REQUIRED TEXTBOOK

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.

RECOMMENDED MATERIALS

Advertising Age

Advertising Week

Media Week

Wall Street Journal Media & Marketing Section

New York Times Media & Advertising Section

COURSE SCHEDULE (SUBJECT TO CHANGE)

| Week | Day | Date | Topic | Readings | Activities/Assignments Due |
|--|-----|--------|--|---|--|
| WELCOME TO ADV3500! | | | | | |
| 1 | Th | Jan 6 | Introduction to course and syllabus | | |
| MODULE 1: RESEARCH FUNDAMENTALS | | | | | |
| 2 | T | Jan 11 | The nature and process of advertising research | 1. Chapters 1 – 4 2. Miller-Coors Ad Age Article | |
| | Th | Jan 13 | Research ethics | 1. Chapter 37 2. PNAS Article 3. Nature Article | |
| MODULE 2: SECONDARY RESEARCH | | | | | |
| 3 | T | Jan 18 | Secondary research in advertising | 1. Chapters 5 – 6, Chapter 8 | Research Project Group Formation Assignment 1 due @11:59pm |
| | Th | Jan 20 | Web & social media analytics | 1. Chapter 7 | Quiz 1 due @11:59pm (topic: secondary research) |

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|--|----|--------|---|---|---|
| 4 | T | Jan 25 | Using Simmons/MRI & other resources | | Research Project 1 Instructions |
| MODULE 3: QUALITATIVE RESEARCH | | | | | |
| | Th | Jan 27 | Qualitative research, Part 1 | 1. Chapters 9 – 15 2. Focus group readings | |
| 5 | T | Feb 1 | Qualitative research, Part 2 | | |
| | Th | Feb 3 | Review/Study Day for Exam 1 | Study Guide | |
| 6 | T | Feb 8 | Exam 1 | | Exam 1 Content: Module 1, 2, & 3 |
| | Th | Feb 10 | In-class research project work session 1 | | |
| MODULE 4: SURVEY RESEARCH, MEASUREMENT & SAMPLING | | | | | |
| 7 | T | Feb 15 | Survey and measurement, Part 1 | 1. Chapter 16, Chapters 18 – 21, Chapter 23, Chapter 30-31 | Research Project 1 due @11:59pm Research Project 2 Instructions |
| | Th | Feb 17 | Survey and measurement, Part 2 | | |
| 8 | T | Feb 22 | In-class research project work session 2 | | Quiz 2 due @11:59pm (topic: survey & measurement) |
| | Th | Feb 24 | Sampling | 1. Chapter 17 | |
| MODULE 5: QUALTRICS, STATISTICS, & SPSS | | | | | |
| 9 | T | Mar 1 | Learning how to use Qualtrics, Part 1 | | Research Project 2 due @11:59pm Research Project 3 Instructions |
| | Th | Mar 3 | Learning how to use Qualtrics, Part 2 | | Assignment 2 due @11:59pm |
| 10 | T | Mar 8 | Spring Break | NO CLASS | |
| | Th | Mar 10 | Spring Break | | |
| 11 | T | Mar 15 | Intro to statistics | 1. Chapter 22, Chapters 32-33 | Research Project 4 Instructions |
| | Th | Mar 17 | Learning how to use SPSS, Part 1 | | |
| 12 | T | Mar 22 | Learning how to use SPSS, Part 2 | | |
| | Th | Mar 24 | AAA Conference Research project work session 3 | | Research Project 3 due @11:59pm |
| MODULE 6: EXPERIMENTAL RESEARCH & BIG DATA | | | | | |
| 13 | T | Mar 29 | Experimental research, Part 1 | 1. Chapters 24 – 27 | |
| | Th | Mar 31 | Experimental research, Part 2 | | |
| 14 | T | Apr 5 | Big data | 1. Using Big Data as a window into consumers' psychology article | Quiz 3 due @11:59pm (topic: experimental research) |

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|----|----|--------|--|-------------|--|
| | Th | Apr 7 | In-class research project work session 4 | | |
| 15 | T | Apr 12 | Wrap-up/Q&A | | Research Project 4 due @11:59pm |
| | Th | Apr 14 | Review/Study day for Exam 2 | Study Guide | |
| 16 | T | Apr 19 | Exam 2 | | Exam 2 Content: Modules 4, 5, & 6 |

ATTENDANCE AND MAKE-UP POLICY

Attendance Policy: Attendance will be taken each class. If you miss a class, you are responsible for getting class materials and finding out about in-class announcements. It is your responsibility to contact the instructor about what was discussed in class when you were absent. You may have two unexcused absences with no penalty to your grade. Absences will be considered unexcused unless (a) you speak with the instructor BEFORE the absence and provide justification and/or documentation, or (b) you provide written (e.g. medical, legal, or academic) documentation AFTER the absence (you will have one week to provide the instructor with pertinent documentation).

Make-up Policy: If you miss an exam or activity without a written excuse provided in advance or documentation after an illness or other emergency, you will receive no credit (zero) for that exam/activity. Make-up exams/activities are subject to be in a different format from regular exams/activities and might be worth a different number of points. Acceptable reasons for absence from or failure to participate in class include illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions, religious holidays, and participation in official university activities such as music performances, athletic competition, or debate. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) must be excused. Other reasons also may be approved at the instructor's discretion.

CLASS DEMEANOR

Electronic communication: This class relies on electronic communication. All course materials will be posted on Canvas. Students are required to check for emails and postings at least twice weekly prior to class sessions. It is the student's responsibility to check for messages and postings on Canvas.

Late work policy: You need to turn in your assignments and projects on time. Each additional day late will result in 5% off your grade for that assignment.

Lateness: Please arrive on time for class. Arriving late to class is EXTREMELY disruptive to the instructor and your classmates. Please be considerate.

Discussing ideas: Part of the learning process is sharing different points of view and discussing interesting topics. Therefore, you are encouraged and expected to participate on a regular basis. This means regular attendance is important. In this class, you always have the right to disagree with the instructor or your peers, as long as it is done in a civilized manner. However, respect for the views of the instructor and your classmates are mandatory. I will not accept behavior that makes others in the class feel inferior or uncomfortable.

Participation: Class participation is very important - it enhances your learning experience and makes it easier to understand concepts, study for exams, and complete assignments effectively. Make sure you read the assigned materials and be ready to engage in group discussion, to share your ideas, and to ask questions. I strongly encourage questions, comments, and the sharing of ideas as they relate to course material.

Office hours: If you have concerns about your performance in the class as the semester progresses, please do not hesitate to talk to me during my office hours. You can also email me to set up an appointment if the office hours do not fit

into your schedule. Do not wait until the end of the semester to ask for help or to explain unusual circumstances that have affected your grade. At that point, it will be too late.

EVALUATION OF GRADES

| Assignment | Points | % |
|---------------------------------|------------|-------|
| <i>Exams</i> | 120 | 30 |
| Exam 1 | 60 | 15 |
| Exam 2 | 60 | 15 |
| <i>Quizzes</i> | 30 | 7.5 |
| Quiz 1 | 10 | 2.5 |
| Quiz 2 | 10 | 2.5 |
| Quiz 3 | 10 | 2.5 |
| <i>Research Projects</i> | 185 | 46.25 |
| Project 1: Focus Group Design | 50 | 12.5 |
| Project 2: Survey Design | 40 | 10 |
| Project 3: Qualtrics Survey | 35 | 8.75 |
| Project 4: Data Analysis Report | 60 | 15 |
| <i>Assignments</i> | 40 | 10 |
| Assignment 1 | 20 | 5 |
| Assignment 2 | 20 | 5 |
| <i>Attendance</i> | 15 | 3.75 |
| <i>Participation</i> | 10 | 2.5 |
| Total | 400 points | 100% |

Students are expected to prepare thoroughly for class by reading assigned materials prior to class, to participate actively in class discussions, and to complete the assigned tasks. These activities should be completed on time and in a professional manner. The final grade is computed as follows:

- a) *Exams (120 points)*: The course will include two in-class closed-book exams. Each exam is worth 60 points towards the student's final grade in the course. The exams will cover material from the textbook, class discussions and presentations, and any other additional material used in class. The format of the exams will consist of multiple-choice and true-false questions. The exams are not cumulative. A study guide will be posted online. Make-up exams will not be given unless extenuating circumstances are present and documentation is provided. If that rare case should occur, the make-up exam will be administered at the instructor's discretion.
- b) *Quizzes (30 points)*: Three online quizzes will be given during the semester. Each quiz is worth 10 points. They aim to help you understand the research concepts covered by class lectures. The format of the quizzes will consist of multiple-choice and true-false questions. Quizzes will be timed to 20 minutes. Each student will have two attempts to take the quiz, where the highest score will be kept. Make-up quizzes will not be given unless extenuating circumstances are present and documentation is provided. If that rare case should occur, the make-up quiz will be administered at the instructor's discretion.
- c) *Research Projects (185 points)*: You will work in a group (3-4 members) throughout the semester in four research projects: 1) Focus Group Design (Project 1 – 50 points), 2) Survey Design (Project 2 – 40 points), 3) Qualtrics Survey (Project 3 – 35 points), and 4) Data Analysis (Project 4 – 60 points). Students will choose one of three brands (TBA) to work with during the semester. All sections of the research project will be submitted via Canvas. The purpose of the research projects is to deepen book-learning by putting it into practice. Additional details about these projects will be given as the semester progresses.

- d) *Assignments (40 points)*: Two assignments will be assigned throughout the semester to help you engage with the content, as well as apply the concepts learned. Assignments should be submitted via Canvas.
- e) *Attendance (15 points)*: Please refer to the Attendance Policy section of this syllabus.
- f) *Participation (10 points)*: Please refer to the Class Demeanor section of this syllabus.
- g) *In-class Activities*: There will be several in-class activities throughout the semester. These activities will not have grades but may count toward your participation grade. Keep in mind that there are no make-ups for these activities as they will be completed in class.

GRADING POLICY

| Points Required | % | Letter Grade | Grade Points |
|-----------------|----|--------------|--------------|
| 376 | 94 | A | 4.00 |
| 360 | 90 | A- | 3.67 |
| 348 | 87 | B+ | 3.33 |
| 336 | 84 | B | 3.00 |
| 320 | 80 | B- | 2.67 |
| 308 | 77 | C+ | 2.33 |
| 296 | 74 | C | 2.00 |
| 282 | 70 | C- | 1.67 |
| 268 | 67 | D+ | 1.33 |
| 256 | 64 | D | 1.00 |
| 244 | 61 | D- | 0.67 |
| < 244 | 0 | E | 0.00 |

Note: There will be no rounding up of grades. For example, if you got a total of 359.50 points, you would receive a B+, not an A-. If you got a total of 319.80, you would receive a C+, not a B-, and so forth. Complaints or questions about grades should be done in writing within one week of receiving the grade. More information on grades and grading policies is here: <https://catalog.ufl.ugrad/current/regulations/info/grades.aspx>

STUDENTS REQUIRING ACCOMMODATIONS

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, 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 feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

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/studentconduct-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.

RELIGIOUS HOLY DAYS POLICY

At the University of Florida, students and faculty work together to allow students the opportunity to observe the holy days of their faith. A student should inform the faculty member of the religious observances of their faith that will conflict with class attendance, with tests or examinations, or with other class activities prior to the class or occurrence of that test or activity. The faculty member is then obligated to accommodate that particular student’s religious observances. Because students represent a myriad of cultures and many faiths, the University of Florida is not able to assure that scheduled academic activities do not conflict with the holy days of all religious groups. Accordingly, individual students should make their need for an excused absence known in advance of the scheduled activities.

The Florida Board of Education and state law govern university policy regarding observance of religious holidays.

The following guidelines apply:

- Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith.
- Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence.
- Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances.

IN-CLASS RECORDING POLICY

Students are allowed 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. 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.

SOFTWARE USE

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

STUDENT PRIVACY

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see: <http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html>

CAMPUS RESOURCES

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

Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu.
<https://lss.at.ufl.edu/help.shtml>.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. <https://www.crc.ufl.edu/>.

Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring.
<https://teachingcenter.ufl.edu/>.

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers.
<https://writing.ufl.edu/writing-studio/>.

Student Complaints Campus: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf.

On-Line Students Complaints: <http://www.distance.ufl.edu/student-complaint-process>.