



MMC6475 Audience Research Methods

Academic Term: Spring 2022
3 Credit Hours

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Instructor

Name: Yan Yang, Ph.D.
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Office Phone Number and Times: Available via Zoom meeting upon request.
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Teaching Assistants

- N/A

Course Description and Prerequisites

In this course, students will receive an overview of the primary and secondary research methods and approaches used in analyzing consumers and audiences across media platforms.

Course Prerequisites / Co-Requisites

MMC6936 Statistics for Analysts in Communication or other graduate-level statistics course within the past 4 years.

Course Delivery Mode and Time Commitment

This is a fully online course, and you must log into Canvas with your Gatorlink username and password to access the materials and assignments. The course is organized into modules with due dates. Unless otherwise specified, each module begins on Monday at 12:00 AM, ET, and ends on Sunday at 11:59 PM, ET. The course begins with the Course Orientation (START HERE) Module, which will familiarize you with the course.

Time Commitment

Expect to spend between 10 to 20 hours per week, per course, watching or attending lectures, reading, working on assignments and projects, and engaging in discussions.

Course-Level Objectives

Upon successful completion of this course, students will be able to:

1. Explain the research methods used in consumer and audience studies. (CO: 1)
2. Examine audience research methods. (CO: 2)
3. Apply quantitative and qualitative methodological research approaches. (CO: 3)
4. Identify a methodological approach for a study. (CO: 4)
5. Interpret research data. (CO: 5)
6. Identify secondary data sources. (CO: 6)
7. Examine analytical tools. (CO: 7)
8. Apply statistics in audience research. (CO: 8)

(CO = Course-Level Objective)

Textbooks and Materials

Required Seminal Course Textbook(s)

Mertler, C. & Vannatta Reinhart, R. (2016). *Advanced multivariate statistical methods* (6th ed.). Routledge. Available as e-book in UF Libraries (VPN required for access).

- ISBN-10: 1138289736
- ISBN-13: 978-1138289734

Wimmer, R. & Dominick, J. (2014). *Mass media research: An introduction* (10th ed.). Cengage Learning.

- ISBN-10: 1133307337
- ISBN-13: 978-1133307334

Recommended Textbook(s)

American Psychological Association. (2020). *Publication manual of the American Psychological Association: The official guide to APA style* (7th ed.).

- ISBN-13: 978-1433832161
- ISBN-10: 143383216X

[Changes in the APA 7th Edition](#)

Hair, J., Tatham, R., Anderson, R. Black, R. (1998). *Multivariate data analysis* (5th ed.). Prentice Hall.

- ISBN-13: 978-0138948580
- ISBN-10: 0138948585

Additional Recommended Web Resources:

[Advertising Age](#). (2021)

[Broadcasting and Cable](#). (n.d.)

[comScore](#). (2021)

[IAB](#). (2021)

[Media Rating Council](#). (n.d.)

[Multichannel News](#). (n.d.)

[National Association of Broadcasters](#). (2021)

[Talkwalker Social Content Ratings](#). (2021)

[Pew Research Center](#). (2021)

[TV Weekly](#). (2021)

[The Nielsen Company](#). (2021)

[The FCC](#). (n.d.)

[The Podcast Consumer by Edison Research](#). (2019)

Required Software

SPSS software package, available for free through UF Apps site: <https://info.apps.ufl.edu/> ([Links to an external site.](#)). Watch the video and download the app to ensure you have access to SPSS Statistics. If you have questions or issues, please contact the UF Help Desk.

Or you can purchase the academic SPSS Campus Edition for a reduced price as a UF student from this [website](#) ([Links to an external site.](#)). ([Links to an external site.](#))

Publisher Materials: N/A

Course Reserves (Current and Seminal Works) [VPN Access Required](#):

We will be using the UF Libraries online course reserves for some of our learning materials (these items will be noted in the weekly Module). To access this resource, look for the Course Reserves tab on the left side navigation. Click on it and wait for the Course Reserves to load, and then look for the needed item. To view it, click "View" on the left side of the entry. You will need to be logged into the VPN to access the Course Reserves or any library materials.

- Lindlof, T. & Taylor, B. (2002). Chapter 7. In *Qualitative communication research methods* (2nd ed.). Sage.
- Mariampolski, H. (2001). "Varieties of Qualitative Research." In *Qualitative Market Research: A Comprehensive Guide*, pp. 46-54. Sage.
- Mariampolski, H. (2006). *Ethnography for marketers: A guide to consumer immersion*. Sage. Chapters 3, 4, 12.
- Morgan, D. (1997). *Focus groups as qualitative research* (2nd ed.): chapters 4, 5, 6.
- Muggah, E. & McSweeney, N. (2017). Females' attitude and preference for beer: A conjoint analysis study. *International Journal on Food Technology*.
- Napoli, P. (2012). Audience evolution and the future of audience research. *International Journal on Media Management*, 14 (2), 79-97).

- Nelson J. L. &Taneja, H. (2018). The small, disloyal fake news audience: The role of audience availability in fake news consumption. *New Media & Society*.

Minimum Technology Requirements and Computer Skills

COMPUTER REQUIREMENTS

Basic Computer Specifications for Canvas

- [Specifications](#)
- Reliable Web Browser: Login to Canvas and make sure your Internet browser is compatible.

Peripherals

- A backup option should be available to minimize any loss of work such as an external hard drive, a USB drive, cloud storage, etc.

Hardware

- Dependable computer.
- Computer speakers.
- Headset with microphone.
- Webcam.

Software

- [Microsoft Office 365](#).
- [UF Apps](#) – access UF software applications from any device from any location, at any time.
- Canvas Mobile App: Download instructions for [iOS device](#) or [Android device](#).
- [Adobe Reader](#)
- <https://ufl.zoom.us/>
- SPSS software package, available for free through UF Apps site: <https://info.apps.ufl.edu/> (or non-UF Apps version for reduced price for UF students, available through UF IT site).
- Qualtrics survey software (free account for UF students). Instructions will be provided during semester.

Internet Connection

- Recommended: Broadband Internet connection with a speed of 4 Mbps or higher.
- To function properly, Canvas requires a high-speed Internet connection (cable modem, DSL, satellite broadband, T1, etc.). The minimum Internet connection speed to access Canvas is a consistent 1.5 Mbps (megabits per second) or higher.
- [Check your Internet speed here](#).

Subscriptions, Plug-Ins, and Other Tools

- [JAVA](#)

MINIMUM COMPUTER AND DIGITAL INFORMATION LITERACY SKILLS REQUIREMENTS

The general and course-specific computer and digital information literacy skills you must have to succeed in the course include, but are not limited to, the following:

- Accessing the Internet.
- Using Canvas.
- Using email with attachments.
- Creating and submitting files in processing program such as Microsoft Office Tools.
- Copying and pasting functions.
- Downloading and installing software.
- Using presentation, graphics, and other programs.
- Posting and commenting in an online discussion.
- Searching the University of Florida library and websites.

Technical Support

In the event that you have technical difficulties with your course, please contact the [UF Computing Help Desk](#) either by filling out an [online request form](#) or calling 352-392-4357 - select option 1. The Help Desk is located on the ground floor of the Hub on the UF campus.

If your technical difficulties caused you to miss a due date, you **MUST** report the problem to the Help Desk and then email your instructor. Include the ticket number that you are given from the Help Desk in an email to the instructor to explain the late assignment/quiz/test.

IT Support

For all Technical assistance questions please contact the UF Computing Help Desk:

Phone: 352-392-HELP (4357)

Email: helpdesk@ufl.edu

Please Note

Your instructor is not able to handle technological issues or answer questions related to computer issues. If a problem of this nature arises that causes you to miss an assignment, you must provide your Help Desk ticket number to the instructor in order to receive an extension.

Course Grading Policies

Grading Criterion, Late Assignment Policy, and Expectations for Assignments

GRADING CRITERION

Discussion Boards (8%)

There are two discussions that you are required to complete. Your initial post must be a substantive submission. In the second post, you need to reply to at least two other students' posts with a substantive response. A substantive response adds scholarly value to the discussion by bringing new ideas, research, evidence, etc. to the conversation. Responses such as "I agree," "Ditto," etc., are not acceptable replies and the rules of Netiquette must be followed. Replies are not texts with friends and proper rules of writing must be applied including citations and references (do not plagiarize).

All initial posts for each module discussion board must be submitted by Thursdays at 11:59 PM, ET, so your peers have time to respond to your initial post. The second posts are due by Sundays at 11:59 PM, ET. To view the grading criteria rubric for the discussions in the course room, click the Settings icon (the 3 dots on the top-right corner) and select the *Show Rubric* button.

Writing Assignments – Response Papers (20%)

There are five response paper writing assignments that must be completed throughout the term. A response paper is to apply the knowledge you have gained through lectures and readings to specific studies. You can refer to the textbook or readings when completing the response paper.

Expectations for Writing Assignments: Writing Style

In order to meet the academic rigor and standards of a graduate program, all students are required to use the Publication Manual of the American Psychological Association (APA) 7th Edition style in their courses. The APA 7th Edition Manual has a plethora of guidelines that includes scholarly writing, publishing principles, elements and format for your papers, writing style and grammar, bias-free language guidelines, mechanics of style, in-text citing and references, etc. For additional information on notable changes, see changes between APA 6th Edition and APA 7th Edition.

Method Development with Study Design (40%)

There are five method development with study design assignments this semester. Students will apply their knowledge on audience research to develop a study using an appropriate methodology.

- **Assignment 3 – Survey Questionnaire Design (10%)**
Students will develop a survey to further understand the strengths and weaknesses of this method. A 15-20 item questionnaire and an informed consent page will be developed. You will not field the survey or collect data.
- **Assignment 4 – Experimental Research Design (8%)**
Students will design an experimental study on a topic related to audience research. You will not carry out the experiment or collect data.
- **Assignment 5 – Interview Study Guide (6%)**
Students will design, conduct and summarize an interview study to examine a specific audience group. By doing so, you will deepen your understanding of the pros and cons of this methodology. Assignment 5—Interview study guide—focuses on just the study design with an interview guide and informed consent form (no need to carry it out yet).
- **Assignment 8 – Focus Group Study Protocol with Recruitment Flyer (8%)**
Students will develop a focus group study protocol on a topic related to audience behavior. By doing so, you will examine the strengths and weaknesses of this methodology. You will not carry out the focus group.
- **Assignment 10 – Final Project Proposal: Secondary Data Analysis on the ANES Dataset (8%)**
You will get familiar with the American National Election Studies (ANES) dataset and propose a secondary data analysis. Students need to generate research questions (RQs) or hypotheses based on the variables from the dataset. Then you will propose univariate and multivariate analyses to examine the RQs or hypotheses.

Method Development with Results (32%)

There are four method development with results assignments where students carry out an audience study, collect the data and report the results. Students will conduct two qualitative studies—one interview and one ethnography, and a quantitative study to analyze the ANES dataset using SPSS.

- **Assignment 6 – Interview Study Report (6%)**
You will analyze and report the findings from the interview project you designed in a written report. You will prepare the interview guide earlier in the term, then will use that guide to conduct (and record in Zoom) two to three in-depth interviews, with the goal of answering your research question(s). This deliverable should be a professional report that you might prepare for your manager or your research team.

- **Assignment 9 – Ethnography Study and Report (10%)**
After reviewing materials on how to conduct observation research and ethnography, you will conduct an ethnography to examine audience behaviors. You will follow guidelines for designing and implementing ethnographic research and complete the study report.
- **Assignment 13 – DRAFT of ANES Dataset Final Report (8%)**
Students will conduct statistical tests in SPSS on the ANES dataset and start writing the final report. Students need to conduct all univariate and multivariate analyses on the dataset and provide a summary of the findings. Feedback from the professor will be provided.
- **Assignment 14 – ANES Dataset Final Report and Presentation (8%)**
The final report is to summarize the statistical tests you have conducted on the ANES 2020 data set, based on the RQs or hypotheses you proposed earlier this semester. Students will present their findings in a professional presentation via Zoom and receive feedback from their peers and the instructor.

Your grade will be calculated based on the following:

Assignments/Assessments	Points	Weight (%)
Course Orientation: These assignments are required; however, they not count towards the final grade. <ul style="list-style-type: none"> • Student Introduction • Course Evaluation 	0	0%
2 Discussions <ul style="list-style-type: none"> • Worth up to 100 points each. 	200	8%
5 Written Assignments – Response Papers <ul style="list-style-type: none"> • Worth up to 100 points each. <ul style="list-style-type: none"> ○ Assignment 1: Analysis of Research Questions/Hypothesis ○ Assignment 2: Sampling Method Critique ○ Assignment 7: Conjoint Analysis Critique ○ Assignment 11: Facebook vs. Cambridge Analytica Case Study ○ Assignment 12: Media Measurement of Audience News Consumption 	500	20%
5 Written Assignments – Method Development with Study Design <ul style="list-style-type: none"> • Worth up to 100 points each. <ul style="list-style-type: none"> ○ Assignment 3: Survey Questionnaire (10%) ○ Assignment 4: Experimental study design (8%) ○ Assignment 5: Interview Guide (6%) ○ Assignment 8: Focus Group Study with Recruitment Flyer (8%) ○ Assignment 10: Secondary Data Analysis Proposal on the ANES Dataset (8%) 	500	40%
4 Written Assignments – Method Development with Results <ul style="list-style-type: none"> • Worth up to 100 points. <ul style="list-style-type: none"> ○ Assignment 6: Interview Study Report (6%) ○ Assignment 9: Ethnography Study Report (10%) ○ Assignment 13: DRAFT of ANES Dataset Final Report (8%) ○ Assignment 14: ANES Dataset Final Report and Presentation (8%) 	400	32%
TOTAL	1600	100%

Grade	Percentage
A	92.5-100%
A-	89.5-92.4%
B+	86.5-89.4%
B	82.5-86.4%

B-	79.5-82.4%
C+	76.5-79.4%
C	72.5-76.4%
C-	69.5-72.4%
D+	66.5-69.4%
D	62.5-66.4%
D-	59.5-62.4%
E	0 – 59.4%

The only passing grades for graduate students are A, A-, B+, B, B-, C+, C, and S. Grades of B-, C+ or C count toward a graduate degree if an equal number of credits in courses numbered 5000 or higher have been earned with grades of B+, A- and A, respectively. Grade points are not given for S and U grades; S and U grades are not used to calculate grade point averages. All letter-graded courses eligible to count toward the graduate degree, except 1000- and 2000-level courses, are used to calculate the cumulative grade-point average. Letter grades of C-, D+, D, D- or E are not considered passing at the graduate level, although the grade points associated with these letter grades are included in grade point average calculations. See the [UF grading policy](#) for more information.

LATE ASSIGNMENT POLICY

Late assignments will not be accepted unless it is a [University excused absence](#) as stated in the attendance policies. **No late work will be accepted for final projects or work due in the final week of class due to the university grading deadlines.** If potential issues arise concerning submitting final work, students should contact their instructors before deadlines to discuss the possibility of an Incomplete Grade Contract.

1. **Late Assignment Grade Reductions**

Late assignments are accepted within 24 hours of the deadline with a 20% grade deduction. After that no submission will be accepted. Students must upload all assignments to the Canvas site unless otherwise instructed by the professor. No email submission is accepted.

2. **Late Discussions will not be accepted.**

EXPECTATIONS FOR ASSIGNMENTS

- **Missed Live Lectures**

In courses where there are live weekly or bi-weekly lectures, a recording of the lecture will be provided if you cannot attend. You will be responsible to "make-up" the missed lecture by viewing the recorded lecture and completing a required assignment.

- **Missed Live Virtual Meetings**

In courses where there are live virtual meetings (mandatory or optional), a recording of the meeting will be provided if you cannot attend. You will be responsible to view the recorded meetings. In missed mandatory meetings, the instructor may require that you complete an assignment.

- **Missed Live Virtual Seminars**

In courses where there are live virtual seminars, students are expected to attend and participate. All students are expected to prepare for each seminar by reviewing the instructional resources, completing an assignment (when applicable), and submitting the assignment(s) prior to the seminar. These discussions are a valuable part of the learning experience and attendance is required. Seminars will be *recorded and posted on Canvas*; however, there are no makeup assignments available to earn missed points since points are earned for participation.

- **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/>.

Accessibility Policy

Students requiring reasonable access to services and resources required by the Americans with Disabilities Act of 1990, Section 504 of the Rehabilitation Act of 1973, and other applicable federal and state regulations, please access [UF Accessibility](#) for all options available to you. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodations. Please register early!

Contact Information

- For ADA questions: Dr. Russ Froman, rfroman@ufl.edu , Phone: 352 - 273-1094
- Disability Resource Center: Gerry Altamirano, galtamirano@ufl.edu , Phone: 352 - 392-8565
- Electronic Information Technology & Communication Accessibility: Anne Allen, alallen@ufl.edu , Phone: 352- 871-2707
- For persons with hearing or speech related accessibility needs: When trying to access an office on campus that does not list a TDD/TTY number, contact the Florida Relay Service at 800-955-8771(TDD) or 711 (V/TDD).

Accessibility Resource Center

University of Florida
PO Box 114085
Gainesville, FL 32611-4085
Phone: 352-392-8565
[Email: accessuf@dso.ufl.edu](mailto:accessuf@dso.ufl.edu)

Address

Environmental Health and Safety Administrative Offices
916 Newell Dr
Gainesville, FL 32603

For more information, see UF's [Electronic Information Technology Accessibility \(EITA\) Policy](#).

Communication Policy

EXPECTATIONS FOR STUDENTS

Announcements

You are responsible for reading all announcements posted in the courseroom each time you log in.

Email

You are responsible for reading all your course email and responding in a timely manner (within 24 hours).

Video Conferencing

You are responsible for attending course video conferencing meetings. If you cannot attend the video conferencing meeting, please advise the instructor and/or your team at least 24 hours in advance (exceptions can be made for legitimate emergencies). You are expected to demonstrate netiquette and etiquette communication expectations.

Course-Related Questions

Post course-related questions to the FAQ discussion board. This allows other participants with the same question to benefit from the responses. Also, make sure you review this forum prior to posting a question. Someone may have already asked and answered the question in previous posts.

INSTRUCTOR'S PLAN FOR CLASSROOM RESPONSE TIME AND FEEDBACK

Email Policy

Except for weekends, holidays, and University breaks, the instructor will typically respond to emails within 48 hours. You should ask course-related questions in the FAQ discussion board. If you have questions of a personal nature, please email the instructor.

Assignment Feedback Policy

The instructor will provide feedback on submitted assignments within one week of the submission date. Some assignments may require a longer review period, which the instructor will communicate to you.

Course-Related Questions Policy

Except weekends and holidays, the instructor will generally answer questions within 48 hours.

Video Conferencing

The instructor will provide any information on required video conferencing within the courseroom.

Electronic Communication Policy

In addition to the University's policy, please consider the following:

- Privacy, confidentiality, and security in all electronic communications. See [Information Security](#).
- All electronic communication resources must be used for the course and in alignment with to the CJC Online and University mission. See the [Acceptable Use Policy](#).
- Prohibited use of false identity, false identity pseudonyms, or anonymous (sender's name or electronic identification is hidden).
- Prohibited online access without consent.
- Prohibited disruption of services including introducing computer contaminants (viruses).
- Prohibited [harassment](#) of any kind.

Privacy

If your course includes live synchronous meetings, the class sessions will all be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. Please see UF's Information Technology [policies](#) for additional information.

Video Recording

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](#).

Select CJC and University Policies and Guidelines

Academic Integrity 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.” The [Student Honor Code](#), Violation of the Student 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 the appropriate personnel. If you have any questions or concerns, please consult with the instructor or TA’s in this class.

Netiquette

Casual style of communication is commonly found in the online environment and students are sometimes tempted to relax their grammar, word choice, syntax (arrangement of words to create well-formed sentences), writing mechanics (capitalization, punctuation, and spelling), and/or professionalism. Keep in mind when communicating with others to be courteous, civil, respectful, and professional. Please remember that you are adult students and professionals—your communication must be appropriate.

Online Attendance Policy

Since the course is online, you should access your course at least four times per week to ensure you do not miss pertinent postings, messages, or announcements. It is imperative that you meet course deadlines and stay active in discussion boards, group projects, etc. If you are experiencing a major illness, absences due to University duties, or other large-scale issues, contact the instructor immediately.

Students are responsible for meeting all academic objectives as defined by the instructor. In general, acceptable reasons for absences include illness, serious family emergencies, special curricular requirements, military obligation, [severe weather conditions](#), [religious holidays](#), and participation in official University activities. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) must be excused. [Excused absences](#) must be consistent with university policies in the Graduate Catalog and require appropriate documentation. For additional information, see the [attendance policies](#).

Plagiarism

Plagiarism is unacceptable; especially, in the academic communities. All academic work must be an original work of your own thought, research, or self-expression. Plagiarism includes, but is not limited to, prohibited collaboration, consultation, submission of academic work that has been purchased or obtained (see the [UF Policy: Student Conduct Violation](#)). Remember that plagiarism is not acceptable in any of your work including all discussion board posts, journal entries, wikis, and other written and oral presentation assignments. Always cite your sources!

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.

Notification to Students of FERPA Rights

There are federal laws ([FERPA](#)) protecting your privacy with regards to grades earned in courses and on individual assignments.

Student Guidelines for Courseroom Challenges

Student with questions regarding course content such as assignments, assessments, instructional materials, lectures, meetings, course objectives, course module objectives, or other areas of the course, please adhere to the following guidelines:

1. You should first *approach the faculty member who is teaching the course* to ask for clarifications regarding the course assignments, assessments, materials, lectures, meetings, etc.
 - i) In the Course Orientation Module, you will find the Frequently Asked Questions (FAQ) page which has been placed there for the purpose of addressing course questions, issues, and challenges.
 - ii) In the Course Orientation Module Welcome page, under Meet your Instructor, you find the faculty members email and directions for requesting an appointment where you can address any concerns and/or questions.
2. If after meeting with *the faculty member teaching the course* you are still not clear on the course assignments, assessments, materials, lectures, meetings, etc., then the next step would be to contact online advising (onlineadvising@jou.ufl.edu) for additional guidance.

Video Conferencing Etiquette

Video conferencing is an excellent tool to interface with your peers and instructor(s) and there are also netiquette expectations to ensure that all participants are respected and treated with civility. Please make sure that you follow all of the netiquette and [etiquette](#) expectations including the following:

1. Be punctual and courteous.
2. Position your camera at eye level with good lighting.
3. Show respect and professionalism by dressing business casual or business professional.
4. No smoking or drinking alcoholic drinks.
5. Make sure your background is in a proper setting with minimal distractions.
6. Mute your microphone when you are not speaking.

Writing Style

In order to meet the academic rigor and standards of a graduate program, all students are required to use the Publication Manual of the American Psychological Association (APA) 7th Edition style in their courses. APA is the writing style used in business and other disciplines for both professional and academic writing. The APA 7th Edition Manual has a plethora of guidelines that includes scholarly writing, publishing principles, elements and format for your papers, writing style and

grammar, bias-free language guidelines, mechanics of style, intext citing and references, etc. For additional information on notable changes, see [changes between APA 6th Edition and APA 7th Edition](#).

Academic and Student Resources

Academic Resources

- [One UF Student Portal](#) – Course registration, final grades, transcript requests, degree audit.
- [GatorEvals](#) – Online faculty evaluations and results.
- [UF Bookstore](#): Phone: 352-392-0194, Email: ufbookstore@bsd.ufl.edu
- [Library Support](#): Various ways to receive assistance with respect to using the libraries or finding resources.
[UF Library Services for Distance Students](#)
[Ask a Librarian](#) – chat with librarians online.
CJC Librarian - [April Hines](#), Phone: 352-273-2728, Email: aprhone@uflib.ufl.edu.
[Course Reserves](#): Electronic resource reserve items that can be accessed via links or files.
- [Copyright Concerns of Graduate Researchers](#): Information and resource guide on copyright concerns.
- [Teaching Center](#): General study skills and tutoring. Broward Hall, Phone: 352-392-2010 or 352-392-6420.
- [Writing Studio](#): Provides one-on-one consultations and workshops tailored to specific classes (graduate and undergraduate). 302 Tigert Hall, Phone: 352-846-1138.
- [Online Student Complaints](#): This process is designed to make every attempt to resolve student complaints within its academic and administrative departments at the program level.
- [Information for Veterans](#): Veterans Affairs Certification: Phone: 352 - 294-2948

Student Resources

- [OneStop Enrollment Services Center](#): Seamless centralized services for financial aid, bursar, admissions, and the registrar. Telephone: 352-392-2244 or 833-UF1-STOP , In-person service: On campus in Criser Hall, Ground Floor Lobby, Hours: Monday through Friday, 8:30 a.m. to 4:30 p.m.
- [Graduate Student Resources](#): Available resources for graduate students. Your advisors are here to support you, answer questions, help with registration, and other sources. Email onlineadvising@jou.ufl.edu.
- [U Matter, We Care](#): If you or a friend is in distress, please contact umatter@ufl.edu or Phone: 352-294-2273 so that a team member can reach out.
- [Counseling and Wellness Center](#): [3190 Radio Road, Gainesville, FL 32611](#)
Phone: (352) 392-1575, Fax: (352) 273-4738
- [Sexual Violence Response](#): Victim services, Care Area, UF Police Department, and Title IX.

- [University Police Department](#): Resources available include the Office of Victim Services and Community Services Division. Emergency: 9-1-1; Non-Emergency: 352-392-1111.
- [Gator Connect](#): Online database of student organizations.
- [Career Connection Center](#): Career assistance and counseling. Reitz Union, Phone: 352-392-1601.
- [Veteran Services](#): Office of Student Veteran Services, Phone: 352-294-2948, email: vacounselor@ufl.edu. | Collegiate Veterans Success Center, Phone: 352- 294-7215, email: charlotte.kemper@va.gov.
- [Student Financial Affairs](#): Financial aid counseling including Aid-a-Gator program. Phone: 352-392-1275.
- [Student Success Coach](#): Meet with a graduate student coach that can support you in numerous ways during your time in graduate school, such as time and stress management, motivation, organization, and much more.



The instructor reserves the right to adjust this syllabus, as necessary.