

Digital Insights

ADV 3500

Fall 2022

Mondays 4:05pm – 6:00pm

Wednesdays 5:10pm – 6:00pm

WEIM 2058

INSTRUCTOR

Chelsea Hampton

Champton1@ufl.edu

Office hours (virtual/in-person):

Wednesdays 3:00pm – 5:00pm

or by appointment

Weimer G034 or via Zoom link

COURSE DESCRIPTION

This course involves acquiring, evaluating, and analyzing information for advertising decisions and will acquaint students with knowledge and skills for conducting research in today's digital world. An emphasis will be on understanding the scientific method, developing measurable research objectives, applying different methodologies, and analyzing data to generate insights and facilitate decision making across relevant media/communication contexts.

REQUIRED TEXT

Boyle, M. P., & Schmierbach, M. (2020). *Applied communication research methods: Getting started as a researcher* (2nd ed.). Routledge. ISBN-13: 978-0367178710

This textbook has been requested through Course Reserves and should be available to students in the course, and there is also one electronic copy available through UF Libraries at <https://bit.ly/2L1Lx4G>. Additional readings throughout the semester will be included in Canvas.

READING REQUIREMENTS

An important 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 exams test concepts from readings, lectures, activities, and assignments.

You can also access valuable resources for this course at our library course guide:

<http://businesslibrary.uflib.ufl.edu/adv3350>

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
- Demonstrate knowledge of 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
- Articulate 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 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 through professional writing and presentation

ASSIGNMENTS

The course is structured around several large projects in which you will plan research to address specific advertising/communication problems within teams, as well as several smaller assignments to be completed individually or in small groups. The instructor will work with you to identify media and brand-related issues for each project as needed. The assignments reflect specific methods learned throughout the course and build toward a final project and presentation that is cumulative in scope and reflects your work over the semester. All assignments are due by the day and time specified in Canvas. Readings are due at the start of class on the date listed.

GRADE OVERVIEW

There are 1,000 points available in this course. Points are accumulated by completing and earning grades for activities, class participation, quizzes, and assignments.

Grading Components	Total Points
Team-Based Projects = 4	450
Module and In-Class Assignments	300
Peer and Self-Evaluations = 4	50
Journal Article Presentation	100
Quizzes = 3	100
TOTAL	1000

Grading Policy

Score	Percent	Grade	Grade Points
934-100	93.4-100	A	4.00
900-933	90.0-93.3	A-	3.67
867-899	86.7-89.9	B+	3.33
834-866	83.4-86.6	B	3.00
800-833	80.0-83.3	B-	2.67
767-799	76.7-79.9	C+	2.33
734-766	73.4-76.6	C	2.00
700-733	70.0-73.3	C-	1.67
667-699	66.7-69.9	D+	1.33
634-666	63.4-66.6	D	1.0
600-633	60.0-63.3	D-	0.67
0-599	0-59.9	E	0.00

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

Participation

Regular, consistent participation is necessary for success in this course and comprises a significant portion of the overall grade through in-class assignments. Contribution to class discussions is expected and supports the overall learning process. If you need to step away from an activity or assignment for a period of time, please let me know via email in advance.

Deadlines

In principle, all deadlines in this course are final. Exceptions and extensions may 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.

Course Communication

Course materials and updates will be discussed in class and posted regularly to Canvas. Course-related questions should be sent via Canvas inbox using professional communication, and I will typically respond within 24 hours during the M-F work week. If you have not received a reply within 24 hours, please feel free to send me a follow-up email. In the case of emails that may not be addressed over a weekend, I will provide a response on the following Monday. The Canvas system is the preferred mode of course communication.

Attendance

Attendance in class sessions is expected, especially as there will be some flexibility with this schedule throughout the course to allow for time to work on larger assignments. Students will be permitted **two unexcused absences** throughout the course, and attendance records will be taken and will factor into final grades. Absences for reasons recognized by the university (e.g.,

religious holidays, medical excuses) can be excused if notice is given in advance (or as soon as possible in the event of a genuine emergency). You will need to provide proper documentation (e.g., a doctor's note or excused absence letter) for your absence. Unexcused absences beyond this will result in a loss of 1% of final grade per absence. Students are responsible for keeping up with the readings and any information missed during an absence.

Technology Requirements

Students are required to have access to a laptop or computer with reliable Internet access, and this course will use Canvas frequently for communication and instruction, as well as Zoom at times. In addition, students 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>).

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, including within assigned groups for projects, please notify the instructor for help as needed.

Recordings

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.

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.

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 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.ua.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 and is subject to change as needed. As we go through the semester, initial plans for assignments and/or scheduling may need to be adjusted for ongoing class learning.