COURSE SYLLABUS
PUR3500: Public Relations Research – Online
Class 17645, Section 131E
Fall 2022
Asynchronous (Online 100%)

INSTRUCTOR: Hayley Markovich, M.A., PhD Candidate
EMAIL: h.markovich@ufl.edu
OFFICE HOURS: Office hours will be held over Zoom and by appointment. Please email me to set up a meeting.

*This syllabus is subject to change as the professor deems appropriate and necessary.

COURSE OVERVIEW

This course serves two goals. One is to provide you with a critical framework for understanding and evaluating social science research so when you encounter it in almost any PR-related job you can interpret and report social science research with a reasonable level of competence. Think of the course material as professional survival skills. The second goal is to provide you with some first-hand experience in conducting a research project. This practical experience will be beneficial both in future courses you take in the CJC, but also in your professional careers. Given my desire for this course to be practically useful we will spend the majority of our time learning how to conduct and analyze quality surveys and focus groups, which are the most commonly used methods for public relations professionals. We will also spend some time briefly learning about other common techniques used by PR researchers.

COURSE LEARNING OBJECTIVES
- Identify strengths and weaknesses of various methods frequently used in communication (e.g. focus groups, surveys, etc.)
- Practice creating various data collection tools used in PR research
- Practice interpreting common types of data used in PR research
- Practice reporting PR research in an easily understood format

COLLEGE OF JOURNALISM AND COMMUNICATIONS OBJECTIVES
The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:
- understand and apply the principles and laws of freedom of speech and press for the US
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- understand concepts and apply theories in the use and presentation of images and information;

- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

COURSE FORMAT & CONTENT

This course will be 100 percent online. It is very important for you to keep up with all the video lectures, readings, assignments, quizzes and exams. These will be key to successful completion of the course. I will use Canvas for all course communication, which will include a weekly email every Monday morning with upcoming assignments and announcements. I will also email as necessary throughout the week. Canvas can also remind you of upcoming due dates. Please check the site on a daily basis. Course content may be published in advance, giving you the opportunity to work ahead.

REQUIRED TEXTS

Stacks, D. W. (2016). *Primer of public relations research*, (3rd Ed.). New York: Guilford.

Supplemental readings will be made available to you through the course website.

KEY COURSE POLICIES

Instructor Interaction
Please email me to set up an appointment to meet with me virtually. I am not in Gainesville, so all instructor interaction will take place over email and Zoom. The best way to reach me is by e-mail. I check my e-mail account regularly, but please do not expect a response by e-mail after normal business hours/over the weekend. If I have not written back within 48 hours, please send your email again. As my email is considered a state public record, I do not discuss grades or any student records issues via e-mail. Please schedule a meeting with me to discuss these issues. The classroom is typically not an appropriate place for these discussions.

Late or Missed Work
All written assignments must be turned in to Canvas by 11:59pm the day the assignment is due. Canvas will automatically mark assignments as late if they are uploaded even one second after 11:59pm. You have 24 hours after the due date to turn in your assignment for a 10% grade reduction. It is your responsibility to make sure you properly uploaded your paper, blaming a group member doesn't work as it is the group's joint responsibility. There are generally no make-ups/late exceptions for exams or class activities, for any reason beyond university or religious

excused absences. As this is a 100% online course, Any requests for make-ups due to technical issues must be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You must e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up. For any technical issues, you may contact the UF Help Desk, which is available 24 hours a day, seven days a week:

- http://helpdesk.ufl.edu/
- (352) 392-HELP (4357)
- helpdesk@ufl.edu

Email Policy
As a state employee, my email is considered a public record, and can be requested via an open-records request. Because of this, federal privacy laws prevent me from discussing grades or other personal matters via email, and you must visit me in my office to discuss these matters. In general, face-to-face meetings tend to take less time, and result in less confusion than emailed conversations. While you are welcome to email me, I may indicate that you need an in-person meeting depending on the complexity of the issue. Also, please be aware that email is considered formal communication, and it is important to practice professionalism. Make sure that you do not treat email as text (i.e., don't use text abbreviations) and never email something that you would not say to your boss' face.

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 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 me.

I will document and report all honor code violations, including cheating and plagiarism. The minimum penalty for a violation of the honor code is a zero on the assignment or exam but may be higher depending on the severity of the violation.

Professionalism
As PR students I expect you to maintain a high level of professionalism in all of our interactions. This includes being courteous and respectful to all members of the course. It is my intention that students from all diverse backgrounds and perspectives are served well in this course. I hope that the diversity the students bring to this class regarding our experiences and interests will be a resource, strength, and benefit, so we can learn from each other. That being said, in this course, please be considerate of the ideas of others, and treat everyone in class with kindness, tolerance and respect, regardless of how vehemently you disagree with their views.

Diversity And Inclusion Statement
Overall, this semester I hope to create a welcoming environment that supports diversity of thought, perspectives, and experiences while also honoring your identities.

To help accomplish this:
• If you use a name or pronouns that differ from those that are in the official university records, please let me know so that way I can use them.
• If you feel like experiences outside of this class are affecting your participation in this course, if you feel comfortable please come talk to me. You can also submit feedback during the anonymous surveys I send out during the semester. If you prefer to speak to someone outside of the course, please reach out to the UF health and wellness or academic resources listed in this syllabus.
• Like many people I am still in the process of learning about diverse perspectives and identities. If something is said in class (by anyone) that makes you feel uncomfortable, please reach out to me about it. Additionally if you do not feel comfortable informing me of the issue and discussing with me, I encourage you to seek out another trusted source (like an academic advisor, another trusted faculty member, or peer) so they can inform me of the issue.

HOW YOU GET POINTS

Point Distribution

Exams		500 pts
Research Project		425 pts
Group Contract	15 pts	
Background Report	40 pts	
Focus Group Protocol	50 pts	
Focus Group Report	75 pts	
Survey Questions	45 pts	
Survey Report	75 pts	
Final Report	100 pts	
Presentation	25 pts	
Online activities/Discussions		50 pts
IRB Training		25 pts
TOTAL		1000 pts

Letter grades will be calculated using this formula:

Letter	Course Points	Percentage	Grade Points
A	1000-930	100-93	4.0
A-	929-900	92.9-90	3.7
B+	899-870	89.9-87	3.3
B	869-830	86.9-83	3
B-	829-800	82.9-80	2.7
C+	799-770	79.9-77	2.3

C	769-730	76.9-73	2
C-	729-700	72.9-700	1.7
D+	699-670	69.9-67	1.3
D	669-600	66.9-60	1
F	599-0	59.9-0	0

I will keep grades posted on Canvas - it is your responsibility to check it and make sure you know where you are at.

Overview of Course Components

I will be as fair and impartial as is humanly possible in the grading process. Each of you will be graded on the same basis. Because of this, no extra work or special assignments will be given. Normally, by the time I return your graded assignment, I have looked at each person's work at least several times and feel comfortable with the grade assigned to it. Grades are earned; they are not gifts, nor are they negotiated. Grades are awarded on the basis on the quality of the work performed, not the amount of time expended.

I will work my hardest to make this course enjoyable and interesting. However, some students struggle with the material. Please see me if you are having problems understanding the concepts covered in class. I am your resource for this class, make an appointment to meet with me. I will do all I can to help you before a deadline. After a deadline has past, or an exam has been given, there is nothing I can do to help you.

Exams
Two unit exams will be given, in addition to the **OPTIONAL** final, which if taken would replace your lowest unit exam grade. All exams will be worth 250 points and will be administered online via Honorlock. Honorlock requires that you have a working webcam, and you must download the Chrome extension prior to the exam. There will be a practice exam posted to make sure you are comfortable with the program and requirements. You must be on time for exams. **No make-up exams are given regardless of the reason.** If you do well on the two unit exams, and are satisfied with your grade, you can skip the final exam without consequence. If you miss an exam, or do poorly on an exam, you can take the final to replace the earlier exam grade that you may not be pleased with. The exams will cover the material in the readings and lectures – that includes the textbook chapters and any supplemental material posted online to Canvas. The unit exams will not be intentionally cumulative, but some chapters will utilize concepts from previous chapters. I will try to point these instances out when covering the material in lecture. **The final exam will be cumulative, covering the whole semester and must be taken during the scheduled final exam period.** The tests will be multiple choice/true-false/matching.

Research project
A key objective of this class is to provide you with hands-on experience conducting research that is commonly used in various communication professions. Students will be required to engage in creating, conducting and analyzing information from both a focus group and a survey. Students will be allowed to choose their own client and research question for the semester within their assigned teams. Yes, this will require group work, but life is a group project, and communication research in the real world almost always will require group work. There will be multiple

assignments related to the research projects that will be completed throughout the semester. There is an overview of the entire project on Canvas. These projects will be discussed in significant depth later in the course and materials will be provided in class and is available on the course website.

In-class/online activities
Most weeks, in addition to the long term assignments for the semester-long group project, you will complete some sort of activity designed to help you understand the course material or to help you understand more about research reports. These assignments – which could include content quizzes – will together make up 5% of your grade. More information on these assignments will be provided in Canvas.

IRB Training
Not only is it important to learn the nuts and bolts of conducting research, but it is important to make sure that the research you do meets ethical standards. Prior to engaging in any research, you need to complete UF's module on ethical research, and upload a screenshot of your completed training certificate. You can complete the training by going to https://irb.ufl.edu/index/requiredtraining.html .

Course Schedule*

WEEK	TOPICS	READINGS
Week/Dates		
1	Intro to course, purpose of research	Chapter 1 & 2
2	Quantitative vs Qualitative, Intro to focus groups	Chapter 11, Focus Group Supplement
3	Focus groups continued, **IRB Training Due, Group Contract Due**	
4	Other qualitative methods, **Background Report Due**	Chapter 9 & 10
5	Measurement **Focus Group Protocol Due**	Chapter 4 & 5
6	**Exam #1**	**Ch. 1, 2, 4, 5, 9, 10, 11 & Supplement**
7	Survey design	Chapter 12
8	Sampling, **Focus Group Report Due, Midterm Group Eval Due**	Chapter 13
9	Content analysis	Chapter 8
10	Experimental design, **Survey Questions Due**	Chapter 14
11	Descriptive statistics	Chapter 6
12	Hypothesis testing	Chapter 15
13	Report creation**, Survey Report Due**	
14	**Exam #2**	**Ch. 6, 8, 12-15**
15	**Presentations, Final Report Due, Final Group Eval Due**	Chapter 16
Final Exam	**Final Exam**	**ALL CONTENT**

*This schedule is tentative and subject to change. Changes to the schedule will be discussed in class.

Special thanks to Dr. Myiah Hutchens whose PUR3500 syllabi were used as a resource in the crafting of this syllabus.

STANDARD UF POLICY INFORMATION AND LINKS

UF Grading Policy
http://gradcatalog.ufl.edu/content.php?catoid=10&navoid=2020#grades (Links to an external site.)
https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx (Links to an external site.)

Students Requiring Accommodations
Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, https://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/evals (Links to an external site.). 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/ (Links to an external site.).

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/student-conduct-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.

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 (Links to an external site.)

In-Class 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 Policy on Course Syllabi 3 UF, Academic Affairs, July 28th, 2021 Honor Code and Student Conduct Code.

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 (Links to an external site.), 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/ (Links to an external site.).

Academic Resources

E-learning technical suppor*t*, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. https://lss.at.ufl.edu/help.shtml (Links to an external site.).

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. https://www.crc.ufl.edu/ (Links to an external site.).

Library Support, http://cms.uflib.ufl.edu/ask (Links to an external site.). 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/ (Links to an external site.).

Writing Studio, 302 Tigert Hall*, 846-1138. Help brainstorming, formatting, and writing papers. https://writing.ufl.edu/writing-studio/ (Links to an external site.).

Student Complaints
Campus*: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf (Links to an external site.).

On-Line Students Complaints*: http://www.distance.ufl.edu/student-complaint-process (Links to an external site.).