

**ADV3500 Digital Insights  
Spring 2023**

Meeting Time: Tuesdays 11:45 am – 1:40 pm and Thursdays 12:50 – 1:40 pm

Meeting Location: WEIM 1074

**Instructor:**

Dr. Yang Feng

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Office: Weimer Hall 1200

Office Hours: Tuesdays/Thursdays 9:30 am– 10:30 am (Zoom: <https://ufl.zoom.us/j/2878807530>)

Office Tel: 352-392-0453

**Prerequisites:**

3JM ADV, STA 2023, minimum grades of C in ADV 3008, MAR 3023, and MMC 2100

**Course Description**

This course introduces various research methods in the study of advertising. Topics include the scientific research process, the measurement and operationalization of constructs, research methods such as social listening, focus group, survey, etc., statistical data analyses, presentation of data in social science reports, and research ethics.

**Student Learning Outcomes (SLO): What You'll Learn along the Way**

SLO #1: Demonstrate an understanding of the history and role of advertising professionals and institutions in shaping communications.

SLO #2: Understand concepts and apply advertising theories in the use and presentation of images and information.

SLO #3: Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.

SLO #4: Think critically, creatively and independently.

SLO #5: Conduct advertising research and evaluate information by methods appropriate to the advertising professions.

SLO #6: Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.

SLO #7: Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

SLO #8: Apply basic numerical and statistical concepts.

SLO #9: Apply tools and technologies appropriate for the advertising professions.

**Textbook**

**Recommended:**

- Joel Davis (2012). *Advertising research: Theory & practice* (2<sup>th</sup> ed.). Pearson. ISBN 0132128322

## **Grading Policy: How I'll Determine Your Grade**

The overall grading system in this course is based upon the system described in the SDSU Undergraduate Catalog:

A = 93-100	C = 73-76
A- = 90-92	C- = 70-72
B+ = 87-89	D+ = 67-69
B = 83-86	D = 63-66
B- = 80-82	D- = 60-62
C+ = 77-79	F = 59 and below

More information on UF grading policy may be found at:

<http://gradcatalog.ufl.edu/content.php?catoid=10&navoid=2020#grades>

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

### **Course Assessment**

Exam	30 points
Assignments (Team-based)	20 points
Team Meetings	10 points
Final Project (Team-based)	40 points

**Total**                      **100 points**

### **General Class Policies**

**Cellphone:** Silence your phone or turn it to airplane mode prior to entering the class.

**Late Assignments** –Unexcused late class assignments or projects will be penalized 10% of the assigned marks each day. However, a student who presents the instructor with a documented (i.e., written and verifiable, not oral) reason for an absence normally within a week will be given an opportunity to make up the work missed if this is feasible.

**Make-up exam** –A student who missed an exam must present the instructor with a documented (i.e., written and verifiable, not oral) reason for an absence normally within a week and will be given an opportunity to make up the exam missed if this is feasible.

**Incompletes** – No incomplete grades will be issued except in extraordinary and well-documented circumstances.

### **Formal Course Assessment: How You'll Know You're Learning**

#### **1. Exam (30 points)**

There will be one closed book exam on **April 4**. The exam will cover materials related to sampling, survey design, and survey data analysis (materials from **February 23 till March 21**), and will be a combination of True/False and multiple-choice questions. **Because the exam will be based on both the readings and the materials presented during lectures, it is important for you to attend the lecture meetings consistently.**

The exam will involve basic statistics. So please prepare a calculator if you can. If you do not have a calculator and need to use your cellphone, you need to switch your cellphone to “airplane mode.”

## **2. Assignments (20 points)**

There will be two team-based assignments throughout the semester. Therefore, it is important for students to come to class on a regular basis.

Assignment 1: group presentation on social listening results (due date: **January 31**) (10 points)

Assignment 2: group presentation on focus group results (due date: **February 21**) (10 points)

### **Grading will be based on:**

- 1) Team ability to present sufficient research results to support claims.
- 2) Team ability to organize information in an efficient and a story-telling way.
- 3) Team ability to generate creative visuals.
- 4) Team ability to deliver effective oral presentation.

## **3. Team Meetings (10 points)**

Each student needs to participate in all assigned in-class team meetings and to contribute to discussion. When a student does not attend, the absence is excused **ONLY IF** it was caused by (1) religious observance, (2) participation in University activities at the request of University authorities, **OR** (3) debilitating illness. All legitimate notes must include phone numbers or email addresses for verification. Students claiming excused absences are responsible for demonstrating to the instructor that their failure to attend was on account of one of these three causes. Such demonstration shall take the form of a letter signed by or formal email from a person in a position to make an authoritative determination as to the validity of the cause of absence claimed by the student. Letters or emails related to any planned absences must be sent to the instructor by the end of the second week of classes; letters or emails related to any unplanned absences must be presented to the instructor within one calendar week of the date of absence, regardless of any holidays during that one-week period. The instructor reserves the right to verify the content and authority of such demonstration.

If failure to attend was **NOT** on account of one of the above three causes, a letter signed by or formal email from a person in a position to make an authoritative determination shall explain why the absence needs to be excused.

### **Assignment Grading:**

Your participation is evaluated by the instructor for each team meeting on a 5-point scale (0 for none, 5 for most active participation), based on the following: 1) active participation in project discussions; 2) answering questions raised by the instructor or classmates, 3) raising questions about the project in class.

## **4. Final Project (40 points)**

Each team will make presentation and generate a final research report in the form of a PDF file (due: **April 25**). Based on the research results from social listening, focus group, and survey, each team will propose a USP for the campaign and provide insights into the market and consumers (target audience). Moreover, each team will make group presentation on the final work.

### **Grading will be based on:**

- 1) Team ability to present a main thesis in a clear manner.
- 2) Team ability to present sufficient research results to support claims.
- 3) Team ability to organize information in an efficient and a story-telling way.

- 4) Team ability to generate creative visuals.
- 5) Team ability to deliver effective oral presentation.
- 6) Team ability to generate a well-written research report (PDF) free of errors.

### **5. Peer Evaluation**

You will be evaluated **three times** during the semester by your team members. This is not a popularity rating but rather an objective evaluation of the commitment and quality of your efforts and contributions as seen by your team members. An average for all evaluations over the course of the semester will be computed for each team member. The evaluation form will be provided at the appropriate time. All evaluations are strictly confidential.

Your average team evaluation at the end of the semester will be used to adjust the amount of team points which **you** will receive as follows:

<b>Your average evaluation for semester</b>	<b>Your percent of team points received</b>
90% or above	Full points (100%)
85% to 89%	90%
80% to 84%	70%
70% to 79%	50%
69% or below	10%

For example, imagine your team performs at an extraordinary level, receiving the maximum number of team points for the semester (60 points). Also assume that your team felt that you did not make a major contribution, and as a result, your average team evaluation is 81%. You personally would receive 42 points ( $60 * 70\%$ ) for all the team-based assessments. On the other hand, a team member who receives an average evaluation of 92% would receive all 60 points for all the team-based assessments. You can see how group evaluation can result in two members of the same team receiving two very different grades.

Participation in the evaluation process is not optional. **If you fail to turn in an evaluation for any person on your team at the time that evaluation is due you will receive zero points for that evaluation period.**

**Course Topic & Schedule: What You'll Be Doing**

The lecture topics and relevant readings for each class are listed in the table below. Students are expected to have completed the assigned readings for the day BEFORE coming to class. **Topics and schedule are subject to change.**

<b>Date</b>	<b>Topic</b>	<b>Readings</b>	<b>Class Work and Assignments</b>
Week 1 January 10	Course Overview		Branding and the Unique Selling Proposition (USP) & team formation
<b>January 12</b>	<b>Pitch Presentation</b>		Select a brand to work on
Week 2 January 17	Advertising Research Context and Social Listening	Chapter 1, pp.3-7 <ul style="list-style-type: none"> <li>• The market</li> <li>• The consumer</li> <li>• The creative</li> </ul>	Generate research goals for the selected case
January 19	Social Listening Applications		Brief on Assignment 1; generate search keywords for the selected case
Week 3 January 24	Identify threats and opportunities from social listening		Read sample student works; Work on assignment 1
January 26	Work on Assignment 1		Work in groups
<b>Week 4 January 31</b>	<b>Presentations on Social Listening Research</b>		<b>Assignment 1 &amp; Peer Evaluation Form Due</b>
February 2	Focus Group	Chapter 6	Generate focus group questions; brief on assignment 2
Week 5 February 7	Collect Focus Group Data via Zoom		Online Practice via Zoom
February 9	Analyze Focus Group Data		Work in groups
Week 6 February 14	Analyze Focus Group Data		Work in groups
February 16	Analyze Focus Group Data		Work in groups

Week 7 February 21	Presentations on Focus Group Research		Assignment 2 & Peer Evaluation Form Due
February 23	Survey Sampling I	Chapter 4, pp.80-91 <ul style="list-style-type: none"> <li>• Sample or census</li> <li>• Target definition and a human population</li> <li>• Selecting sampling method</li> <li>• Sample frame</li> <li>• Simple random samples</li> <li>• Systematic random samples</li> </ul>	
Week 8 February 28	Survey Sampling II	Chapter 4, pp. 102-106 <ul style="list-style-type: none"> <li>• Convenience sampling</li> <li>• Judgement sampling</li> <li>• Quota sampling</li> <li>• Snowball sampling</li> <li>• Sample size in nonprobability samples</li> </ul>	
March 2	Survey Structure	Chapter 13, pp.326-331, pp.339-342 <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Screener</li> <li>• Main body</li> <li>• Internal evaluation</li> <li>• Pretest the questionnaire</li> </ul>	
Week 9 March 7	Survey Questions	Chapter 12, pp.293-303, p.306 <ul style="list-style-type: none"> <li>• Dichotomous questions</li> <li>• Multiple-choice questions</li> <li>• Checklist</li> <li>• Ordinal level questions</li> <li>• Interval level questions</li> <li>• Developing open-ended questions</li> </ul>	Review sample survey questionnaires
Week 10 March 14/16	<b>Spring Break</b>		
Week 11 March 21	Analyze Survey Data: Levels of Measurement	Chapter 11, pp. 274-282 <ul style="list-style-type: none"> <li>• Identify the appropriate level of measurement</li> </ul> Chapter 15, pp.396-398, pp.399-404 <ul style="list-style-type: none"> <li>• Percentage</li> <li>• Mean</li> <li>• Standard deviation</li> </ul>	

March 23	Online Survey Design (Google Form)		Generate online survey; watch video tutorial
Week 12 March 28	<b>Team Meeting</b>		<b>Instructor approves the survey design from each team; 25 minutes/team</b>
March 30	Exam Review		Collect survey data
<b>Week 13 April 4</b>	<b>Exam on Survey Design</b>		
April 6	Work on Final Project		Brief on final project and prepare for team meeting
Week 14 April 11	Work on Final Project		prepare for team meeting
April 13	Work on Final Project		Prepare for team meeting
Week 15 April 18	<b>Team Meeting</b>		<b>Each team summarizes the key ideas of the final project; 25 minutes/team</b>
April 20	Work on Final Project		
Week 16 April 25	<b>Final Presentations</b>		<b>Peer Evaluation Form Due</b>

### ***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>

### ***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/>.

### ***Accommodation***

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. Click here to get started with the Disability Resource Center. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

### ***Campus Resources:***

#### Health and Wellness

##### **U Matter, We Care:**

If you or a friend is in distress, please contact [umatter@ufl.edu](mailto: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](mailto: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](https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf).

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