

## Digital Insights

ADV 3500-249

Mondays 1:55-2:45pm Weil 0279

Wednesday 1:55-3:50pm Weil 0279

and online at <https://ufl.instructure.com/courses/441962>

Spring 2023

### Instructor

[Dr. Benjamin Johnson](#)

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(352) 273-2183

Office: Weimer 2066B

Office Hours: Mondays 11:30am-12:30pm and Tuesdays 11:30am-12:30pm

### Course Description

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.

### Required Text

Coombs, D. S. (2022). *The consumer insights handbook: Unlocking audience research methods*. Rowman & Littlefield. ISBN-13: 978-1-5381-4552-4

### Reading Requirements

The best 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 tests ask about concepts from readings, lectures, activities, and assignments.

An online version of the textbook is available via UF Libraries: <https://bit.ly/2L1Lx4G>. In addition to the textbook, additional readings will be made available on Canvas throughout the course. You can also access valuable resources for this course at our library course guide: <http://businesslibrary.uflib.ufl.edu/adv3350>

Readings are due at the start of class on the date listed.

### 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
- Assess the 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
- Appreciate 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 to 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

### **Grading**

#### **Assignments**

The course is structured around a series of projects in which you will plan or conduct research to address specific advertising problems. The instructor will work with you to provide and identify problems for each project. Each project reflects a specific method, and builds toward a final presentation that accumulates and reflects on your work this semester. Assignments are due, via Canvas, at the start of class on the date listed.

#### **Grade Overview**

There are 1,000 points available in this course. Points are accumulated by earning grades for the following assignments, tests, and activities.

- Secondary data = 100 points
- Research proposal = 100 points
- Ethnography = 100 points
- Focus group = 100 points
- Online survey = 100 points
- Experimental stimuli = 100 points
- Participating in research = 20 points
- Data analysis = 50 points
- Analytics activity = 100 points
- Presentation = 100 points
- Test 1 = 50 points
- Test 2 = 50 points
- Participation = 20 points
- Pop quizzes (~3) = 10 points

**Grading Policy**

A is 934 or more points

A- is 900 to 933 points

B+ is 867 to 899 points

B is 834 to 866 points

B- is 800 to 833 points

C+ is 767 to 799 points

C is 734 to 766 points

C- is 700 to 733 points

D+ is 667 to 699 points

D is 634 to 666 points

D- is 600 to 633 points

E is 599 or fewer points

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/>).

**Schedule****Week 1**

M, Jan 9

*Introductions*

W, Jan 11

Read syllabus

Read Chapter 1: Introduction and overview

*Introduction to research (lectures in italics)*

**Week 2**

M, Jan 16

No class: Martin Luther King, Jr. Day

W, Jan 18

Read Chapter 3: Secondary data and analysis

*Existing research*

In class: Using MRI-Simmons

**Week 3**

M, Jan 23

Read Chapter 2: Working with clients

*Research for clients*

Assignment due: Secondary data

W, Jan 25

Read Chapter 4: Applied research ethics

*Research ethics*

In class: Work on research proposal

**Week 4**

M, Jan 30

Read Chapter 5: Qualitative research design and considerations

*Qualitative research*

Assignment due: Research proposal

W, Feb 1

Read Chapter 6: Qualitative data collection

*Qualitative data collection*

In class: Plan ethnography

**Week 5**

M, Feb 6

Read Chapter 7: Using creative exercises for deeper insights

*Focus groups*

W, Feb 8

Read Chapter 8: Qualitative data analysis and reporting

*Qualitative analysis*

In class: Plan focus group

**Week 6**

M, Feb 13

Test 1

Assignment due: Ethnography

W, Feb 15

In or out of class: Conduct focus groups

**Week 7**

M, Feb 20

Read Chapter 9: Quantitative research design and considerations

*Concepts and measurement*

W, Feb 22

Read Chapter 10: Quantitative data collection

*Sampling*

In class: Analyze focus groups

**Week 8**

M, Feb 27

*Surveys*

Assignment due: Focus group

W, March 1

*How to design a survey*

In class: Build a survey in Qualtrics

**Week 9**

M, March 6

*Experiments*

Assignment due: Online survey

W, March 8

In class: Design experimental stimuli

**Week 10**

No class: Spring Break

**Week 11**

M, March 20

No class: Instructor at American Academy of Advertising

W, March 22

Work day: Instructor at American Academy of Advertising

Assignment due: Experimental stimuli

**Week 12**

M, March 27

Read Chapter 11: Quantitative data analysis and reporting

*Descriptive statistics*

W, March 29

*Inferential statistics*

In class: Working with Excel and Jamovi

**Week 13**

M, April 3

Assignment due: Data analysis

W, April 5

*Analytics*

In class: Analytics activity

**Week 14**

M, April 10

Read Chapter 12: Writing your report

*Writing about research*

Assignment due: Analytics activity

W, April 12

Read Chapter 13: Developing (and designing) your deliverable  
*Presenting research*  
In class: Develop final presentations

**Week 15**

M, April 17

Read Chapter 14: The client presentation  
*Client presentations*

W, April 19

In class: Develop final presentations

**Week 16**

M, April 24

Test 2

W, April 26

In class: Presentations

**Course Policies****COVID-19 Protection and Care**

Please follow all current university rules and guidance regarding health and safety. Please be considerate of your classmates as we continue to handle the pandemic. Masks are welcome.

**Attendance and Participation**

Regular, consistent participation is necessary for success in this course. If you need to step away from an activity or assignment for a period of time, let the instructor know via email as soon as possible. If you are sick, or need to quarantine following exposure to someone who is sick, stay home. Otherwise, we will do our best to maintain an in-person class format with full attendance.

**Deadlines**

In principle, all deadlines in this course are final. Exceptions and extensions can 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. If an assignment receives a failing grade, the student may request a reevaluation via a professionally-worded email. However, be aware that this may lead to a higher, lower, or same, grade.

**Course Communication**

Course materials and updates will be posted regularly to Canvas. Course-related questions should be communicated via email to Dr. Johnson ([benjaminkjohnson@ufl.edu](mailto:benjaminkjohnson@ufl.edu)). I have a policy of responding within 24 hours (usually much sooner). I also encourage you to make good use of office hours and in-class discussion.

**Technology Requirements**

The students are required to have access to a laptop or computer with reliable Internet access. They 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>).

Additionally, students need to be able to install one piece of free software on their own computer, Jamovi stats.

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, please notify the instructor and I can help.

## **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://www.jou.ufl.edu/wp-content/uploads/2021/08/Plagiarism-Guideline-081321.pdf>

<https://guides.uflib.ufl.edu/copyright/plagiarism>

<http://oaa.osu.edu/assets/files/documents/hownottoplagiarize.pdf>

<https://plagiarism.iu.edu/index.html>

<https://plagiarism.arts.cornell.edu/tutorial/index.cfm>

I am always available to proactively discuss any uncertainties or ambiguities before you submit an assignment. 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.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/>.

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).

**Political Environment**

Please familiarize yourself with current legislation, proposed legislation, and legal proceedings that affect higher education in the state of Florida. You are likely impacted in your role as a student. Examples include in-class recordings (<https://aa.ufl.edu/policies/in-class-recording/>) and HB 7 (<https://cdo.ufl.edu/hb-7/>).

**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](mailto: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](mailto: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.

*GatorWell Health Promotion Services* (<https://gatorwell.ufsa.ufl.edu/>): For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450

### **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](mailto: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](mailto: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. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.