Advertising Undergraduate Research
ADV 4910-0310
Tuesdays during 12:50-3:50pm in Weimer 2066B or TBD
and online at https://ufl.instructure.com/courses/473945
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
Mentored but self-directed work enables individuals or small groups to explore an issue of interest to them and to communicate their results to others. Depending on the topic, projects may involve inquiry, design, investigation, scholarship, discovery, or application.

Required Text
None.

Reading Requirements
- You will be assigned relevant journal articles and popular press stories, as relevant to our research topic.
- You will find it necessary to use the UF VPN (http://www.uflib.ufl.edu/login/vpn.html) to access paywalled articles as well as the IRB website and training.
- We will use APA style (7th edition) in the course, which is documented in the APA Publication Manual (ISBN-13: 978-1433832161) or at https://apastyle.apa.org/.

Prerequisites
- ADV 3500 (or equivalent)

Project Descriptions
Choosing Cross-Cultural Streaming Shows
Streaming platforms such as Netflix, Hulu, and Prime Video provide viewers of television and film with greater access to and control over their viewing habits and experiences. These streamers have also made international content more widely accessible to audiences. In this project, we will design an experiment that examines the situations and motivations that lead people to consume more or less video produced in countries other than their own, or in languages other than their own. This project is a collaboration of doctoral student Rachel Son and professor Johnson. We will meet once a week for an hour, with assignments outside of our meeting.

Apps for Relaxation and Mindfulness
People have long used media to help improve their moods and to escape from stress in their lives. Today, there is growing demand for media content and platforms that can help improve focus, peace of mind, and healthy mental states. New technologies such as mobile apps,

biofeedback devices, and more can address these needs, but how effective are they? In this project, you will assist with an ongoing research program that uses interviews to understand user experiences with these technologies. This project is a collaboration of doctoral candidate Bhakti Sharma and professor Johnson. We will meet once a week for an hour, with assignments outside of our meeting.

Original Project
In this option, you will plan, design, and execute your own original small-scale project in collaboration with Dr. Johnson. Projects can include experiments, surveys, or content analyses.

Grading

Assignments and Schedule
The following is a flexible schedule for each component of the course. Deadlines are subject to change, depending on the development of the project. Student performance will be judged based on the effort and quality of work at each of these eight stages.
1. IRB Training (January 9-January 20)
2. Literature Review (January 17-February 3)
3. Research Questions (January 24)
4. Study Design (February 6-February 17)
5. Data Collection (February 20-March 24)
6. Data Analysis (March 27-April 7)
7. Writing Results (April 10-April 14)
8. Presenting Results (April 17-April 21)
9. Reflection (April 24-April 28)

Grade Overview
This course is graded as Satisfactory/Unsatisfactory, for 1, 2, or 3 credits. Each credit requires 5 hours a week of work over the course of the semester. If you take this course as an Experiential Learning credit, for the ADV Persuasive Messaging Track (https://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/ADV_BSAD/ADV_BSAD02/), then you should take this course for 3 credits.

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

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 seminar format.

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 Canvas inbox or email to Dr. Johnson (benjaminkjohnson@ufl.edu). I typically respond within a few hours. I also encourage you to make good use of open discussions on Canvas or Slack.

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, and to access the IRB website and training (even on-campus).

Students will need access to a word processing program and a database program (Excel or similar). UF provides access to virtual versions of these Office programs at UF Apps.
You may be asked to access articles from scientific journals, via UF Libraries, which requires the use of the VPN when off-campus.

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

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 group work and during discussion, 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.

Netiquette Communication Courtesy
All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. For more information, refer to the Netiquette Guide for Online Courses (http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf)

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).

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Resources

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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.

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 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. 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.