

COLLABORATIVE COMMUNICATION RESEARCH

COLLEGE OF JOURNALISM AND COMMUNICATIONS

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Class: Tuesday
10:40am to 1:40pm online
and research team weekly
Zoom meetings



WHAT YOU WILL LEARN

This course is about working as a team to conduct research projects that either contribute to your academic research credential by completing an original, empirical study for refereed publication or enhance your applied research portfolio by developing consumer insights for real-life brands and organizations. To effectively accomplish these goals, you will learn about how to collaborate in research teams, research design and implementation using both quantitative and qualitative methods, and the process of disseminating research results via scholarly or industry outlets. By the end of the course, you should be able to: 1) Collaborate effectively with others in a research team; 2) Understand the process and key considerations of academic and applied research; 3) Design a scholarly, theory-based empirical study or an applied market/consumer study; 4) Implement a complete study from conceptualization, research design, data collection, to final report/paper presentation and writing in a team setting; 5) Understand the keys to successful academic and applied research productivity and excellence.

COURSE DESIGN AND TOOLS

HOW YOU WILL LEARN

The class will be divided into two teams depending on your research interest and career aspiration. The teams will take on different research projects with either a scholarly or applied nature.

Team Scholars: For those who prefer the Team Scholars approach, you will collaborate with the classmates that are interested in your research areas and jointly produce one or more refereed conference quality papers under the supervision of your instructor.

Team Strategists: For those who prefer the Team Strategists approach, you will collaborate with the classmates that are also interested in acquiring more applied research experiences and jointly produce research reports that offer consumer insights as well as actionable business recommendations for real-life brands and organizations under the supervision of your instructor. Both teams are expected to execute the research projects with methodological and conceptual rigor.

Readings and Tools

The following reading materials are recommended for this class: *Detweiler-Bedell & Detweiler-Bedell, Doing Collaborative Research in Psychology: A Team-Based Guide*
Hague, Hague, & Morgan, Market Research in Practice (3rd Edition)
Creswell, Research Design (4th Edition).

Here are some tools to help you do research collaboratively:
Slack (<https://slack.com/>). Your instructor will send out an invite for you to join the UF CJC Research's Slack team. Please set up your account promptly and communicate with your class and research team using this platform. You can also share files and comment on all files on Slack directly. Periodic research info will be posted here by your instructor as well.

Trello (<https://trello.com/>): You will need to sign up for the research team project management system for regular communication an project collaboration where appropriate.



COURSE ASSIGNMENTS

You will work in teams to complete two projects of your choice (scholarly paper, applied consumer research, or a combination)

- For scholarly work: you will work with your teammate(s) to complete a paper for submission to a refereed national conference and academic journal. The study has to include an empirical phase of data collection. Your instructor will work with you weekly to complete the project from conceptualization to manuscript preparation.
- For applied consumer research: You will work your teammate(s) on an industry project with a real client. The work might include industry trends review, consumer behavior research, analytics, or other consumer oriented insights development projects. In the past, we have worked with Google, Adidas, PBS station, and other media brands or market communications/research agencies.



COURSE SCHEDULE

1/10 Collaboration and Research Ideas

(Detweiler, chapter 1-2; Creswell, Chapter 1; Hague: Chapter 1)

1/17 Research Preparation and Design

(Detweiler, Chapter 3-4; Creswell, Chapter 2-4; Hague, Chapter 2)

1/24 Research Process and Considerations

(Detweiler, Chapter 7-8; Creswell, Chapter 5-7; Hague, Chapter 3)

1/31 Academic Research Methods and Implementation

(Detweiler, Chapter 5-6; Credwell, Chapter 5-10)

2/7 Market/Consumer Research Methods and Implementation

(Hague, Chapter 5-14)

2/14 Proposal Presentations (research proposals/briefing in class)

2/21-4/12 Scheduled Team Meetings

4/28 Final Project Presentations

Final Letter Grades and %

A 93-100%

A- 90-92.99%

B+ 87-89.99%

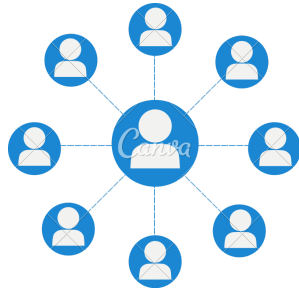
B 83-86.99%

B- 80-82.99%

C+ 77-79.99%

C 73-76.99%

C- 70-72.99%



University Policy on Accommodating Students with Disabilities: Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>).

University Policy on Academic Misconduct: Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>.



COURSE EVALUATION

Your performance will be based on the projects and report/paper output, participation, and presentations.

- Class participation (10%)
- Project participation/comm. (15%)
- Project proposal (15%)
- Project presentation (10%)
- Final project report/paper 50%

You are expected to contribute to the discussions in class during the first phase of the course when your instructor goes over the different phases of conducting research. During the second phase of the course, you are expected to meet with your instructor weekly to check the progress of your studies and present your work from the previous week as a team.

