

ADV 3500

Digital Insights

Summer A - 2023

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Section: 254 (18585)

Location: via Zoom

Day/Time: Tuesdays 9:30 a.m.-1:45 p.m.; Thursdays 9:30 a.m.-12:15 p.m.

Instructor: Rachel Son

Office Hours: by appointment

Email: rachelson@ufl.edu

Response time: 24-48 hours

Course Overview

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.

Prerequisites

- 3JM ADV
- STA 2023
- ADV 3008 (minimum grades of C)
- MAR 3023 (minimum grades of C)

Objectives

- Explain how different types of evidence are collected, analyzed, and applied in advertising and related media contexts.
- Assess the reliability and validity of data-driven
- Plan and design applied advertising and related media research.
- Understand how representation and diversity are important aspects of research design.
- Appreciate how technological advancements have influenced how we gain insight about audiences and consumers.
- Develop knowledge on sampling strategies to target audiences and consumers.

- Recognize how ethical research should respect and engage with human variation in age, ability, gender, sexuality, ancestry, culture, and other forms of diversity.
- Learn how to report research findings and how to explain the applied implications.
- Design recommendations for the implementation of persuasive strategies and techniques according to research findings.

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:

- apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;
- demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;
- demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;
- present images and information effectively and creatively, using appropriate tools and technologies;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
- effectively and correctly apply basic numerical and statistical concepts;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply tools and technologies appropriate for the communications professions in which they work.

Class Demeanor

Students are expected to arrive to class on time and behave in a manner that is respectful to the instructor and to fellow students. Opinions held by other students should be respected in discussion, and conversations that do not contribute to the discussion should be held at minimum, if at all. Students will be given one short breaks during class at a time determined by the instructor.

Instructional Methods

This course is outcomes-based, and you will be evaluated primarily on your ability to transfer the theory and knowledge shared in class into workable solutions. It is essential that you keep up with the reading schedule and actively participate in class discussions. Not all materials that you read will be discussed or explained in lectures. Therefore, if you need further explanation or clarification, please take advantage of office hours. Discussions, assignments, quizzes, exams, and the group projects will help keep you extend your conceptual understanding and learn from your classmates.

Required readings

1. **Textbook:** Coombs, D. S. (2022). *The consumer insights handbook: Unlocking audience research methods*. Rowman & Littlefield. ISBN-13: 978-1-5381-4552-4
2. **Canvas Readings:** Additional readings will be made available through the course's Canvas page.

The textbook was ordered through the University of Florida's "Text Adoption" service and should be available at any participating bookstore.

Reading expectations: 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 ask about concepts from readings, lectures, activities, and assignments.

Technology, Software & Privacy

Software/computing requirements

Canvas. Canvas will be used to facilitate course communication, final project, grades, and other materials (e.g., PowerPoint files, additional readings, handouts, assignment guidelines, evaluation forms). Since online assignments are the primary interaction tools of this class, it is very important for you to keep up with all the assignments due. Canvas can remind you of up-coming due dates. Please check the site daily for announcements and/or threads of comments from either classmates or the instructor.

R Computing Software. Some lectures will briefly cover how free, open-sourced software can be used to create charts, graphs & other data visualizations. Information on the [R Project](#) can be found on their website.

Details on how to download the R package will be covered during class time in the first week.

SPSS. Another method for managing data is through SPSS, which is a software tool often used for statistical analyses. Some of the assignments for the course involve using SPSS to clean and analyze data. More information will be provided during class on how to obtain this software. UF offers a free online version of SPSS through [UF apps](#). However, if you would prefer to have a downloadable version of the software, you can purchase a subscription through the [UF Computing Helpdesk](#).

Privacy/Security

Zoom Lecture Recordings. Class sessions on Zoom will be recorded and shared on the course's Canvas page. Students who participate with their camera engaged or utilize a profile image and are using audio during the meeting are agreeing to have their video/ image and voice recorded.

If you are unwilling to consent to have your profile/video image and/or audio recorded, be sure to keep your camera off and do not use a profile image and/or keep your mute button activated. In that case, you can communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and sharing of recorded materials that does not adhere to the policy below is prohibited.

Students Recording Class. 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 Honor Code and Student Conduct Code.

Grading Policy

Grading Scale

A	94 - 100%	C	74 - 76.9%
A-	90 - 93.9%	C-	70 - 73.9%
B+	87 - 89.9%	D+	67 - 69.9%
B	84 - 86.9%	D	64 - 66.9%
B-	80 - 83.9%	D-	60 - 63.9%
C+	77 - 79.9%	F(E)	0 - <59.9%

If you have any questions regarding a grade, please contact me within 24 hours after the grade is posted.

Grade Breakdown

The following shows how assignments and exams contribute to the overall grade for the course.

(5%) Attendance

Your presence and contribution are important, and they are required for a successful class. If you are ill or have an absence that adheres to the [UF excused absence policy](#), you need to notify me as soon as possible.

Absences that do fall outside of what constitutes an excused absence include holiday travel, meetings for other classes, sporting events, social engagements, etc.. Students are allotted *one unexcused absence*. **Two or more unexcused absences will result go against your attendance grade.**

(10%) Research Reflection Essays

At the beginning of each class, we will listen to a two-minute podcast on a specific topic related to research in advertising. After listening to the episode, you will be asked to briefly write a short response to the podcast. It is a freewriting session that is intended to help you draw a connection between real-world examples of current advertising research and the topic at hand for class. The submissions will be made via Canvas at the end of the writing session during class time.

(15%) In-Class Activities (CA's)

In addition to lectures, each class introduces a different methodological approach that you will practice during class time (e.g., secondary data, ethnography, interview/focus groups, survey, experiment, qualitative data analysis, computational analysis, and qualitative data analysis) to address specific advertising problems. The instructor will work with you to provide and identify problems for each activity. The goal is for these activities to help contribute to your final project.

Participation is encouraged by engaging with the class lecture and in-class activities. Digital insights involves the development of research-related skills on how to conduct applied research related to advertising. To practice these skills, time is allotted during class for us to learn and develop skills through topic-related activities. However, these assignments will be accessible outside of class time as well if you feel that more time is needed to complete the assignment.

(20%) Online Assignments (OA's)

There are three online assignments for this course, which are (a) IRB training, (b) field observation, (c) qualitative article critique, (d) quantitative article critique.

(25%) Quizzes

There are a total of three quizzes that test your skills and knowledge of the topics covered in class. All of the quizzes will be administered via Canvas.

(25%) Final Project

You will work with a team during and outside of class time to develop a professional research project over the semester. The project will consist of both qualitative and quantitative approaches to address a particular advertising-related topic. During the last week of the semester, your team will provide an executive summary (100 pts) of the report and present your findings to the class on the last day (presentation – 50 pts), Peer Evaluation (5 pts)

Late Submission Policy

Any assignment submitted after the deadline will result in a late penalty. A percentage of the overall score will be deducted based on the when the late assignment is submitted:

1 min. - 24 hrs. = 10% deduction
>24 hrs. - 48 hrs. = 20% deduction

Any submission after
48 hrs. results in a zero
for the assignment

Note. Late/make-up quizzes are not accepted unless it adheres there is a documented excuse as explained below.

Make-up Policy

The course adheres to the [university's policy](#) regarding class attendance and make-up exams, assignments, and other coursework. Students should arrange with the instructor for makeup material, and the student will receive one week to prepare for any makeup assignment if circumstances allow it. Any quizzes or exams will be allotted the appropriate amount of time to complete it as given to other students, which will be clearly communicated to students during the correspondence.

Extra Credit Policy

Research Participation

Extra credit will be offered to any student who participates in research through CJC's SONA research management system (<https://ufl-cjc.sona-systems.com>). To participate in research:

1. Register a SONA account
2. Choose studies to participate in to receive extra credit for class
3. Check SONA regularly to see what studies are available (Typically, studies start to appear around the third week of the semester).
4. DO NOT wait until the last minute. Last minute participation results in limited choices.
5. Helpful video for SONA account setup:
https://youtu.be/_10nT2ZU6QO
6. For questions, contact CJCSONA via email: uf-cjc-sonasystems@jou.ufl.edu
7. **EXTRA CREDIT: 1 SONA point = 1% extra credit.**
Students can earn up to 1 percent of extra credit to apply to your *overall grade*.

Note. It is important that you read the research description carefully to ensure they are eligible to complete the study. Some studies may be specifically targeted towards undergraduate students. In the event you are unsure whether you are eligible to participate, please contact the researcher.

LinkedIn Learning

The University of Florida provides free access to online learning programs/courses through LinkedIn Learning. You can receive extra credit that counts towards your lowest quiz grade by showing proof of completing at least **30 minutes of learning (which includes at least completion of one quiz)**. The [LinkedIn Learning](#) courses can be found on Canvas.

Date		Topic	Textbook Readings	OA's & Quizzes	Group Projects (due 11:59 p.m.)
Week 1 Overview	Tues. 5/16	I. Syllabus Overview II. Introduction to Digital Insights	Ch. 1 Ch. 2		
	Thurs. 5/18	I. Research Ethics II. Deliverables	Ch. 4 Ch. 13		
Week 2 Overview Cont'd	Tues. 5/23	I. Client Presentation II. Overview Recap	Ch. 14	OA1: IRB Training	Assign Teams (in-class)
	Thurs. 5/25 NO CLASS	I. Quiz 1 (on Canvas) II. Field Observation Assignment*		Quiz 1 (5/16-5/23)	Problem & Customer Profile Memo (5/25)
Week 3 Qualitative	Tues. 5/30	I. Secondary Research II. Qualitative Design	Ch. 3 Ch. 5	OA2: Field Observation	RQ's Memo (6/1)
	Thurs. 6/1	I. Qualitative Data Collection II. Deeper Insights	Ch. 6 Ch. 7		Method Memo (6/4)
Week 4 Quant/Qual	Tues. 6/6	I. Qualitative Analysis & Reporting II. Qualitative Recap	Ch. 8	OA3: Qual Critique	Analysis & Results Memo (6/7)
	Thurs. 6/8	I. Quiz 2 II. Quantitative Design	Ch. 9	Quiz 2 (5/30-6/1)	
Week 5 Quantitative	Tues. 6/13	I. Quantitative Data Collection II. Quantitative Data Analysis	Ch. 10	OA4: Quant Critique	Draft of Executive Summary (6/13)
	Thurs. 6/15	I. Quantitative Data Reporting II. Peer Review Session	Ch. 11		*In-Class Peer Review Activity
Week 6 Exam/Projects	Tues. 6/20	I. Writing Your Report II. Quantitative Recap	Ch. 12		Group Peer Evaluation
	Thurs. 6/22	I. Quiz 3 II. Project Presentations		Quiz 3 (6/8-6/15)	Executive Summary (6/21 by 11:59 p.m.)

UF Policies

Academic Honesty

Students are expected to act in accordance with the University of Florida policy on academic integrity. As a student at the University of Florida, you have committed yourself to uphold the Honor Code, which includes the following pledge:

“We, the members of the University of Florida community pledge to hold ourselves and our peers to the highest standards of honesty and integrity.”

It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code. Violations of the Honor Code at the University of Florida will not be tolerated. Violations will be reported to the Dean of Students Office for consideration of disciplinary action. For additional information regarding Academic Integrity, please see Student Conduct and Honor Code or the Graduate Student Website for additional details:

<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>
<http://gradschool.ufl.edu/students/introduction.html>

Note. Please remember cheating, lying, misrepresentation, or plagiarism in any form is unacceptable and inexcusable behavior.

Students with Disabilities

Students requesting accommodation for disabilities must first register with the Dean of Students Office (www.dso.ufl.edu/drc/). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive; therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Course Evaluation

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations. You will be notified by email when the evaluations are open near the end of the semester. Summary results are available to you and the general public.

UF Resources

Health and Wellness

- U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.
- Counseling and Wellness Center: Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.
- Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need or visit the Student Health Care Center website.
- University Police Department: Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies).
- UF Health Shands Emergency Room/Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center website.
- GatorWell Health Promotion Services: For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450.

Academic Resources

- Computers/IT/E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu. Also, see <https://lss.at.ufl.edu/help.shtml>
- Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.
- Library Support: Various ways to receive assistance with respect to using the libraries or finding resources.
- Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.
- Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, writing papers.
- Student Complaints On-Campus: Visit the Student Honor Code and Student Conduct Code webpage for more information - <https://sccr.dso.ufl.edu/policies/student-honor-%20code-studentconduct-code/>
- On-Line Students Complaints: View the Distance Learning Student Complaint Process. <https://distance.ufl.edu/getting-help/studentcomplaint-process/>