



Public Relations Research - PUR 3500

Summer A 2023

Asynchronous (Online 100%)

1. Instructor Info & Course Description

1.1 Instructor

Hadeel Alhaddadeh, M.A. & M.S. (Syracuse University & CIFE)

Email: halhaddadeh@ufl.edu or contact me via Canvas Messages.

Normally, I respond to emails within 24 hours during workdays.

Please, begin your email subject with “**PUR3500**”.

Office Hours: Office hours will be held over Zoom and by appointment. Please email me to set up a meeting (check Zoom Link on Canvas)

Class Hours: This class is 100% Asynchronous (Online)

1.2 Prerequisites

PUR 3000 - Principles of Public Relations

1.3 Course Description

This course serves two goals. One is to provide you with a critical framework for understanding and evaluating social science research so when you encounter it in almost any PR-related job you can interpret and report social science research with a reasonable level of competence. Think of the course material as professional survival skills. The second goal is to provide you with some first-hand experience in conducting a research project. This practical experience will be beneficial both in future courses you take in the CJC, but also in your professional careers.

2. Course

2.1 Course Learning Objectives

Upon successful completion of this course, students should accomplish the following:

- Identify strengths and weaknesses of various methods frequently used in communication (e.g. focus groups, surveys, etc.)
- Practice creating various data collection tools used in PR research
- Practice interpreting common types of data used in PR research
- Practice reporting PR research in an easily understood format

2.2 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:

- Understand and apply the principles and laws of freedom of speech and press for the US
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society
- Understand concepts and apply theories in the use and presentation of images and information
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity; • think critically, creatively and independently
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
- Apply basic numerical and statistical concepts

- Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world

3. Course Materials

3.1 Required readings

Stacks, D. W. (2016). *Primer of public relations research*, (3rd Ed.). New York: Guilford.

Chapters from the text are assigned in the Weekly Course Plan section of this syllabus.

4. Academic Requirements & Grading

4.1 Course Format & Content

This course will be 100 percent online. It is very important for you to keep up with all the video lectures, readings, assignments, and exams. These will be key to successful completion of the course. I will use Canvas for all course communication, which will include a weekly email every Monday morning with upcoming assignments and announcements. I will also email as necessary throughout the week. Canvas can also remind you of upcoming due dates. Please check the site on a daily basis.

4.2 Overview of Course Components

I will be as fair and impartial as is humanly possible in the grading process. Each of you will be graded on the same basis. Because of this, no extra work or special assignments will be given. Normally, by the time I return your graded assignment, I have looked at each person's work at least several times and feel comfortable with the grade assigned to it. Grades are earned; they are not gifts, nor are they negotiated. Grades are awarded on the basis on the quality of the work performed, not the amount of time expended. I will work my hardest to make this course enjoyable and interesting. However, some students struggle with the material. Please contact me if you are having problems understanding the concepts covered in the videos. I am your resource for this course, Please email me to set up an appointment to meet with me virtually. I will do all I can to help you before a deadline. After a deadline has past, or an exam has been given, there is nothing I can do to help you.

Exams (500 Points)

Two-unit exams will be given. All exams will be worth 250 points. You must be on time for exams. **As soon as one person has completed their exam, no more exams can begin. No make-up exams are given regardless of the reason.** The exams will cover the material in the readings and lectures – that includes the textbook chapters and any supplemental material posted online to Canvas. The unit exams will not be intentionally cumulative, but some chapters will utilize concepts from previous chapters. I will try to point these instances out when covering the material in lecture. The exams will be multiple choice/true-false/matching.

Research project (500 Points)

Situation Analysis (100 Points)

Students will develop a Situation Analysis of a current public relations issue or challenge facing an organization. The purpose of this assignment is to demonstrate an understanding of conducting secondary research, critically assessing a situation based on research, and identifying primary research that should be conducted to complete the analysis.

The written analysis will be no more than five pages in length excluding references, double-spaced, and typed. It will account for 100 points of the course grade. Details of this first major assignment will be discussed on Canvas. **You MUST cite all sources meticulously using in-text citations and a compiled list of sources at the end of your written work.**

Qualitative Research Plan (200 Points)

Students will be required to assess a given topic and develop a research plan that includes or is based on a qualitative research method. The following sections should be included in this plan: purpose (or research question), research method selected and why, research protocol (specifically how you would carry out the research including stages of the process, developing the research instrument such as the set of questions to ask interviewees, sampling technique and sample, data gathering, and analysis).

The written Qualitative Research Plan must be no more than 5 pages in length excluding references, double-spaced, and typed. This plan will account for 200

points of the course grade. **You MUST cite all sources meticulously using in-text citations and a compiled list of sources at the end of the written work.**

Quantitative Research Plan (200 Points)

Students will be required to assess a given topic and develop a research plan that includes or is based on a quantitative research method. The following sections should be included in this plan: purpose (or problem statement), research method selected and why, research protocol (specifically how you intend to carry out the research including stages of the process, developing the research instrument, sampling technique and sample, data gathering, and analysis).

The written Quantitative Research Plan must be no more than 5 pages in length excluding references, double-spaced, and typed. This plan will account for 200 points of the course grade. **You MUST cite all sources meticulously using in-text citations and a compiled list of sources at the end of the written work.**

4.2 Grading scheme

Point Distribution

Exams		500 pts
	Exam #1	250 pts
	Exam #2	250 pts
Research Project		500 pts
	Secondary Research Report	100 pts
	Qualitative Research Plan	200 pts
	Quantitative Research Plan	200 pts
TOTAL		1000 pts

Letter grades will be calculated using this formula:

Letter	Course Points	Percentage	Grade Points
A	1000-930	100-93	4.0
A-	92.9-90.0	92.9-90	3.7
B+	89.9-87.0	89.9-87	3.3
B	86.9-83.0	86.9-83	3.0
B-	82.9-80.0	82.9-80	2.7
C+	79.9-77.0	79.9-77	2.3
C	76.9-73.0	76.9-73	2.0
C-	72.9-70.0	72.9-70	1.7
D+	69.9-67.0	69.9-67	1.3
D	66.9-60.0	66.9-60	1.0
F	59.9-0	59.9-0	0.0

4.3 Extra Credit Opportunities

If there are any other extra credit opportunities, students will be notified via Canvas.

5. Course Policy

5.1 DELIVERY METHOD

This course will be delivered online using an **asynchronous** (not “real time”) format via the Canvas. You will log in to the Canvas course site using your UF Email. The course site will be available on or before May 15th, 2023.

5.2 Email Policy

As a state employee, my email is considered a public record, and can be requested via an open-records request. Because of this, federal privacy laws prevent me from discussing grades or other personal matters via email, and you must schedule a time to speak with me to discuss these matters. In general, Zoom-to-Zoom meetings tend to take less time, and result in less confusion than emailed conversations. While you are welcome to email me, I may indicate that you need a zoom meeting depending on the complexity of the issue. Also, please be aware that email is considered formal communication, and it is

important to practice professionalism. Make sure that you do not treat email as text (i.e., don't use text abbreviations) and never email something that you would not say to your boss' face.

5.3 Late Work/Make-up Work

All written assignments must be turned in to Canvas by 11:59pm the day the assignment is due. Canvas will automatically mark assignments as late if they are uploaded even one second after 11:59pm. You have 24 hours after the due date to turn in your assignment for a 10% grade reduction. It is your responsibility to make sure you properly uploaded your paper, blaming a group member doesn't work as it is the group's joint responsibility. There are no make-ups/late exceptions for exams or in-class activities, for any reason beyond university or religious excused absences.

5.4 Professionalism

As PR students I expect you to maintain a high level of professionalism in all of our interactions. This includes being courteous and respectful to all members of the course.

5.5 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 public.

6. Standard UF Policy Information and Links

6.1 Students Requiring Accommodations

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.

6.2 Honor Code

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. “

You are expected to exhibit behavior consistent with this commitment to the UF academic community, and on all work submitted for credit 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. “

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>

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

6.3 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.

6.4 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> (Links to an external site.)

7. Campus Resources

7.1 Health and Wellness

U Matter, We Care:

If you or a friend is in distress, please contact 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> (Links to an external site.), 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/> (Links to an external site.).

7.2 Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. <https://lss.at.ufl.edu/help.shtml> (Links to an external site.).

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. <https://www.crc.ufl.edu/> (Links to an external site.).

Library Support, <http://cms.uflib.ufl.edu/ask> (Links to an external site.).

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/> (Links to an external site.).

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. <https://writing.ufl.edu/writing-studio/> (Links to an external site.).

Student Complaints

Campus: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf (Links to an external site.).

On-Line Students Complaints: <http://www.distance.ufl.edu/student-complaint-process> (Links to an external site.).

8. Miscellaneous

The instructor reserves the right to make changes, if necessary, to the syllabus, grading system, schedule, or other matters pertaining to the class.

Please be aware that the instructor will not be able to respond immediately to your communication. As a rule, allow up to 24-48 hours for a response.

Therefore, barring an emergency situation, it is advisable to contact the instructor well in advance of an exam or a deadline in order to give the professor adequate time to respond you.

If you notice yourself having trouble in the course, it is crucial that you see me immediately. Please feel free to approach me about any concerns or comments you might have about this class. I will be happy to meet with you during my office hours, or by appointment.

9. Course Schedule and Due Dates

9.1 Weekly Schedule*

WEEK	TOPICS	Assignment/Due	READINGS
Week 1 (May 15)	. Intro to course . purpose of research		Chapter 1 & 2
May 21		Secondary Research Report	
Week 2 (May 22)	. Focus groups . Other qualitative methods . Measurement		Chapter 4, 5, 9, 10 & 11 Focus Group Supplement
May 27	Exam #1		Chapter 1, 2, 4, 5, 9, 10, 11 & Supplement
May 28		Qualitative Research Report	
Week 3 (May 29)	. Survey design . Sampling		Chapter 12 Chapter 13
Week 4 (June 5)	. Content analysis . Experimental design		Chapter 8 Chapter 14
Week 5 (June 12)	. Descriptive statistics . Hypothesis testing		Chapter 6 Chapter 15
June 17	Exam #2		Chapter 6, 8, 12,13,14,15
June 18		Quantitative Research Report	
Week 6 (June 19)	Report creation		Chapter 16
June 23		Full Report Due	

**This schedule is tentative and subject to change. Changes to the schedule will be discussed in class.*

9.2 Deadlines and Due Dates

Assignment	Points	Due Date
Secondary Research Report	100 pts	May 21, 2023, at 11:59pm
Exam #1	250 pts	May 27, 2023, at 11:59pm
Qualitative Research Report	200 pts	May 28, 2023, at 11:59pm
Exam #2	250 pts	June 17, 2023, at 11:59pm
Quantitative Research Report	200 pts	June 18, 2023, at 11:59pm
Full Report Due	-	June 23, 2023, at 11:59pm
Total	1000 pts	

Important Dates

Classes Begin: 5/15/23

Drop/Add Ends: 5/16/23

Holiday (Memorial Day): 5/29/23

Holiday (Juneteenth): 6/19/23

Classes End: 6/23/23

Grades Due: 6/26/23 at NOON