

Digital insights

ADV 3500

Time: Tuesday 3:00-4:55 PM, Thursday 3:00-3:50 PM

Location: Weimer Hall 2058

Term: Fall 2023

INSTRUCTOR: Qingyuan Yang

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Number: 737-977-0720

Office Location: G3218 Weimer Hall

Office Hour: Thursday 2:00-3:00 PM before class

COURSE DESCRIPTION

The course will develop and improve students' knowledge and skills in doing research and how they can be applied to analyze information in a digital world. ADV 3500 can provide students with information on scientific methods, from both quantitative and qualitative perspectives, and help students understand the aim of research methods. It promotes the knowledge of selecting appropriate methods and analytic tools that can be applied to generate communication insights.

Prerequisites

- 3JM ADV
- STA 2023

minimum grades of C in ADV 3008 and MAR 3023

COURSE GOALS

1. Understand today's digitalized and diversified communication environment
2. Be familiar with various research methods that are applied in communication, advertising, and marketing specifically.
3. Develop qualitative and quantitative research skills
4. Learn to apply research skills and generate digital insights
5. Learn to analyze data and demonstrate it to others
6. Engage with other students and develop teamwork skills
7. Develop academic writing and presentation skills for future career

RECOMMENDED TEXTBOOK:

Boyle, M. P., & Schmierbach, M. (2019). *Applied communication research methods: Getting started as a researcher*. Routledge.

This textbook has been uploaded to the Canvas file as "*Whole book*".

READING RECOMMENDATIONS

An important predictor of success in research is how much time you spend reading

articles and materials. Reading the textbook in this course also helps you be familiar with concepts that will be taught in lectures, get a deeper understanding of research methods, and pave the road for your future study.

GRADE EVALUATION

There are 1,000 points available in this course. Points are accumulated by completing and earning grades for class participation, quizzes, exams, assignments, projects, and final reports.

Grading Components	Points	Percentage
Client Selection	20	2%
Client Data Report	80	8%
Research Proposal	50	5%
Focus Group Project	120	12%
Survey + Qualtrics Project	100 + 80	18%
Experiments Project	120	12%
Cumulative Report	80	8%
Quizzes (4)	25 * 4	10%
Exam 1	100	10%
Exam 2	100	10%
Attendance	50	5%
Extra Credits - SONA	20	2%

GRADING COMPONENT OVERVIEW

Assignments: There will be three assignments as groups, covering the initial selection of a client, secondary research of that client, and research proposal based on the collected information. Students will be given a context to design their research.

Quizzes: Four online quizzes will be given during the semester. Each quiz is worth 25 points. They aim to help you understand the research concepts covered by class lectures and readings. There will contain multiple-choice, true-false questions, and fill-in-the-blank questions. Quizzes will be timed for 20 minutes. When quizzes are unlocked, they need to be finished by the next Tuesday before classes. There will be no make-up quizzes.

Focus group project: Students will develop ideas on the basis of the former research proposal and write down the whole focus group process for operationalization.

Survey Design project: It is divided into two parts. Groups of students will plan survey research in detail, which questions and measurements should be able to gather data that can be used for the former chosen client and research proposal. Then, students need to transfer the information to Qualtrics and make it a real survey that can be sent out.

Experimental Stimuli Design Project: Groups of students will identify two factors

related to research questions and the client, design experiment stimuli for a 2x2 experiment, and submit a document of the whole process.

Exams: There will be two online posted, closed-book exams. Students need to complete exams during normal class time on that day and within a time period once they begin. The exams will be locked after class time. Each exam is worth 100 points, which is 10% of the final grade. The exams will cover lectures, readings, and other assignment materials. There will be only multiple choices and true-false questions. A study guide will be posted online. There is no make-up exam.

Cumulative Report: Groups will prepare a report about the client, the research activities engaged during the course, and what future research and strategy the group would like to recommend for the client. This assignment is a cumulative review (and revision) of the work you did earlier in the semester.

Grading Policy

Score	Percent	Grade	Grade Point
934-100	93.4-100	A	4.00
900-933	90.0-93.3	A-	3.67
867-899	86.7-89.9	B+	3.33
834-866	83.4-86.6	B	3.00
800-833	80.0-83.8	B-	2.67
767-799	76.7-79.9	C+	2.33
734-766	73.4-76.6	C	2.00
700-733	70.0-73.3	C-	1.67
667-699	66.7-69.9	D+	1.33
634-666	63.4-66.6	D	1.00
600-633	60.0-63.3	D-	0.67
0-599	0-59.9	E	0.00

COURSE POLICIES

Attendance:

Attendance is mandatory, but every student has two free absences with no penalty for your grade. I understand that there are situations happening. If you miss the class, it's your responsibility to get class materials and make up lecture content. And if you miss the class of group project workshop day, you should inform your teammates and catch up later. Absences will be considered unexcused unless 1) you talk to the instructor BEFORE the absence and provide a justifiable excuse 2) you provide a written

document AFTER the absence (you will have one week to get the document). If you have unexcused absences after two free absences, your attendance grade will be deducted.

Deadline Policy:

In principle, all deadlines in this course are final. Exceptions and extensions may 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 you are late submitting an assignment, each additional day late will result in 20% off your grade for that assignment.

Please arrive on time for classes. I understand that things could happen, so if you are more than 10 minutes late, please talk to the instructor.

Make-Up Policy:

If you miss an exam without a written excuse provided in advance or documentation after an illness or other emergency, you will receive no credit (zero) for that exam. People who miss an exam with excused reasons will have another version of the exam. The total grade is the same.

Technology Requirements

Students are required to have access to a laptop or computer with reliable Internet access, and this course will use Canvas frequently for communication and instruction, as well as Zoom at times. Assignments, projects, quizzes, and exams are all online formatted, and there will be some workshops for projects during classes, requiring students to bring their laptops. In addition, students 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.

Materials and Supplies Fees

There are no additional fees for this course.

Class Demeanor:

The whole class should have an atmosphere of respect. The instructor should respect students and students should respect the instructor and students should also respect each other.

In-class Recording Policy:

Students can record lectures, but they can only be used for personal use, in connection with complaints to the university, or as evidence for criminal or civil proceedings. Recordings CAN NOT be published.

UF POLICIES

Honest Policy

UF students are bound by The Honor Pledge which states, "We, the members of the

University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students 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." The Conduct Code specifies a number of behaviors that are in violation of this code and the possible sanctions. Click here to read the Conduct Code. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Course Accommodation

Student Requiring Accommodations Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Online Course Evaluation

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.ua.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.ua.ufl.edu/public-results/>.

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 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.

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 and is subject to change as needed. As we go through the semester, initial plans for assignments and/or scheduling may need to be adjusted for ongoing class learning.

WEEKLY COURSE SCHEDULE

Date	Topic	Reading	Assignments/Quizzes
Week 1			
8/24	Introductions, syllabus		
Week 2			
8/29	Intro to research	Ch. 1 & 2	
8/31	Research concepts		
Week 3			
9/5	Research concepts Cont.	Ch. 3	
9/7	Secondary research		Client Selection Assignment Due before class Quiz 1 Open
Week 4			
9/12	Secondary research in	Ch. 4	Quiz 1 Due before class

	industry & Research Formats		
9/14	Research ethics		
Week 5			
9/19	Qualitative research I	Ch. 12	
9/21	Qualitative research II		Client Assessment Assignment Due before class Quiz 2 Open
Week 6			
9/26	Projective techniques & Qualitative data analysis	Ch. 13	Quiz 2 Due before class
9/28	Focus Group Design group work time		Research proposal Due before class
Week 7			
10/3	Survey & Measurement I	Ch. 7 & 10	
10/5	Survey & Measurement II		
Week 8			
10/10	Survey & Measurement III	Ch. 8	
10/12	Sampling		Focus Group Project Due before class Quiz 3 Open
Week 9			
10/17	Exam 1		Quiz 3 Due before normal class time
10/19	Survey Design group work time		
Week 10			
10/24	Qualtrics		
10/26	Qualtrics Survey Design group work time		Survey Design Project Due before class
Week 11			
10/31	Experiment	Ch. 9	
11/2	Experiment Cont.		Qualtrics Survey Design Due before class
Week 12			
11/7	Experimental Stimuli Design group work time		

11/9	Descriptive Statistics	Ch. 14	
Week 13			
11/14	Cont. Inferential Statistics	Ch. 15	
11/16	Inferential Statistics		Experimental Stimuli Design Project Due before class Quiz 4 Open
Week 14			
11/21	Big Data		Quiz 4 Due before class
11/23	No Class, Thanksgiving holidays		
Week 15			
11/28	Cumulative Report group work time		
11/30	Wrap-up/ Q&A		
Week 16			
12/5	Exam 2		
12/7	No Class		Cumulative Report Due by 11:59pm