

Digital Insights
ADV 3500
Fall 2023

Instructor: Chelsea Moss, M.A.
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Office Location: Weimer G034

Class Meeting Times: Monday (12:50 –
2:45pm) and Wednesday (12:50 – 1:40pm)
Classrooms: TUR 2349 (M) & TUR 2318 (W)
Office Hours: By Appointment

COURSE 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.

COURSE OBJECTIVES

By the end of the semester, you should be able to:

1. Explain the varied ways in which different types of evidence are collected, analyzed, and applied in advertising and related media contexts.
2. Assess the reliability and validity of data-driven insights and be able to plan and design research to maximize the usefulness and quality of findings.
3. Understand the ways in which representation and diversity are critical aspects of research design, including, but not limited to, sampling and generalization.
4. Appreciate how digitization has altered our ability to capture and analyze insights about audiences and consumers.
5. Gain familiarity with current approaches to segmenting audiences and consumers and to targeting groups and individuals.
6. Communicate findings and implications from a variety of research and analytic techniques.
7. Translate relevant evidence into recommendations for specific persuasive strategies and techniques.

REQUIRED READINGS

Course Textbook:

Boyle, M. P., & Schmierbach, M. (2020). *Applied communication research methods: Getting started as a researcher* (2nd ed.). Routledge. ISBN-13: 978-0367178710

Additional readings will be provided on Canvas.

ASSIGNMENTS

The course is structured around a series of projects in which you will plan or conduct research to address specific advertising problems. I will work with you to provide and identify problems for each project. Each project reflects a specific method, and builds toward a final presentation that accumulates and reflects on your work this semester. Assignments are due on Canvas at the start of class on the date listed.

There are 1,000 points available in this course. Points are accumulated by earning grades for the following activities, class participation, quizzes, and assignments.

Assignment	Possible Points
Group Work Projects = 4	450
Module & In-Class Work	300
Peer and Self Evaluations	40
Journal Article Presentation	100
Quizzes = 3	110

Points to Letter Grade Comparison

Total Earned Points for the Semester	Letter Grade Equivalent
934-1000	A
900-933	A-
867-899	B+
834-866	B
800-833	B-
767-799	C+
734-766	C
700-733	C-
667-699	D+
634-666	D
600-633	D-
0-599	F

COURSE POLICIES

Readings: 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. An online version of the textbook is available via UF Libraries: <https://bit.ly/2L1Lx4G>. In addition to the textbook, additional readings will be made available on Canvas throughout the course. I will notify you of these readings in advance. Readings are due at the start of class on the date listed.

Late/Missed Work – Late work is not accepted for this course. If you have an emergency crisis that arises hindering you from submitting something on time, please send me an e-mail (chelsea.moss@ufl.edu), and I will be happy to discuss other arrangements with you. The same guidelines apply for missed work. If an emergency prohibits you from being in class on the day of your presentation, please let me (and your fellow group members, if applicable) know as soon as possible so arrangements can be made.

Class Participation: Your intellectual growth from this course is highly dependent on your active participation, both in class and outside of class. If you are unable to attend class, please consult with another student to get notes from the day's lecture. If you have lingering questions from the day's content that were not answered by the other student's notes, please feel free to send me an e-mail. On days we have in-class assignments, you will not be able to make up the assignment if absent due to an unexcused absence (i.e., those not due to sickness with doctor's note, school functions, etc.).

Classroom Conduct – While debate and discussion are anticipated in this course and are a healthy part of the educational experience, please remember to be respectful of other opinions, refrain from any hostile or discriminatory remarks, and do your part in fostering a safe space for differing ideas and learning in our classroom.

Seek Out Help – I am here to help you in any way I can! Please do not hesitate to reach out with any questions or concerns. The sooner you notify me of your questions, the sooner we can work together to address them, so try not to wait until the last second to contact me. I will do my best to reply to emails within 24 hours during the regular work week (M-F). I am happy to set up a Zoom call or time to meet in my office on campus if you'd like to discuss anything or have questions or concerns.

Grade Appeals – Should you have a concern about a grade on an assignment, please feel free to discuss it with me. I only ask that all grade appeals wait at least 24 hours following your receiving of the grade. Two weeks following the posting of the particular grade in question, no further grade appeals will be accepted, and the grade is final.

Extra Credit – You may participate in research studies on the SONA system for a maximum of 1.5 SONA credits (i.e., 15 extra points for our class). Be sure to allocate your participation credits to our course and section so that I know you participated.

Technology Requirements: You are required to have access to a laptop or computer with reliable Internet access. You 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. You will also need access to a word processing program (Word or similar), a database program (Excel or similar), and a presentation program (PowerPoint or similar). UF provides access to virtual versions of these Office programs at UF Apps.

COURSE SCHEDULE

**Readings and assignments are listed on the date they are due. Readings should be read by class time, and assignments are due before class time on the day they are listed unless otherwise noted.*

Date	Class Topic	Readings	Assignments
Wednesday, August 23	Welcome and Introduction to Course		
Monday, August 28	Introduction to Research	Syllabus Chapters 1 and 2	
Wednesday, August 30	Existing Research	Chapter 3	
Monday, September 4	No Class Today		
Wednesday, September 6	Research Ethics	Chapter 4 Rogers & Nguyen (2022)	Journal Article Presentation #1
Monday, September 11	Concepts and Variables	Chapter 5 Anabo et al. (2018)	Journal Article Presentation #2
Wednesday, September 13	Reliability and Validity	Chapter 6 Liu-Thompkins (2019)	Journal Article Presentation #3
Monday, September 18	Qualitative Data Collection; Guest Speaker – Chelsea Hampton	Chapter 12	Quiz #1 Due
Wednesday, September 20	Qualitative Analysis	Chapter 13 Heinonen and Medberg (2018)	Journal Article Presentation #4
Monday, September 25	Analysis of Focus Groups	Stewart & Shamdasani (2017)	Journal Article Presentation #5
Wednesday, September 27	Work on Focus Groups		
Monday, October 2	Content Analysis Overview	Chapter 11 Ashley & Tuten (2015)	Journal Article Presentation #6
Wednesday, October 4	Content Analysis Practice		Group Project #1 Due: Focus Groups
Monday, October 9	Sampling	Chapter 8 Shaver et al. (2019)	Journal Article Presentation #7
Wednesday, October 11	Zoom Class Today: Measurement	Chapter 7 Bergkvist & Langner (2017)	Journal Article Presentation #8
Monday, October 16	Surveys	Chapter 10	

Wednesday, October 18	Designing Surveys		
Monday, October 23	Experiments	Chapter 9	Group Project #2 Due: Surveys
Wednesday, October 25	Designing Experimental Stimuli	Wang (2020)	Journal Article Presentation #9
Monday, October 30	Review Day; Quiz Prep Activity		
Wednesday, November 1	Descriptive Statistics	Chapter 14	Quiz #2 Due
Monday, November 6	Inferential Statistics; Guest Speaker – Eliana DuBosar	Chapter 15	Group Project #3 Due: Experimental Stimuli
Wednesday, November 8	Data Analysis Practice		
Monday, November 13	Analytics; Web Analytics Certification		
Wednesday, November 15	No Class Today		
Monday, November 20	Web Analytics Certification		
Wednesday, November 22	Reporting Results		
Monday, November 27	Assessing and Applying Research		
Wednesday, November 29	<i>TBA</i>		Quiz #3 Due
Monday, December 4	Prepare Presentations		
Wednesday, December 6	Presentations		Group Project #4: Final Presentations Final Research Proposals due by Friday (12/8), 11:59pm

UNIVERSITY OF FLORIDA POLICIES AND RESOURCES

Academic Integrity: 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 Honor Code specifies a number of behaviors that are in violation of this code and the possible sanctions. [Click here to read the Honor Code](#). Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor of this class. Failure to comply with the honor code in the form of cheating and plagiarism will not be tolerated and will result in a score of zero on the assignment, as well as possible expulsion from the course.

Accommodations - Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. [Click here to get started with the Disability Resource Center](#). It is important for students to share their accommodation letter with their instructor and discuss their access needs as early as possible in the semester.

UF Grading Policy - More information about the University of Florida’s grading policies may be found here: [Grades and Grading Policies < University of Florida \(ufl.edu\)](#)

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. [Click here for guidance on how to give feedback in a professional and respectful manner](#). Students will be notified when the evaluation period opens and can complete evaluations through the e-mail they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via ufl.bluera.com/ufl/. [Summaries of course evaluation results are available to students here](#).

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](#).

Academic Resources

E-learning technical support: Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

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, formatting, and writing papers.

Student Complaints On-Campus: [Visit the Student Honor Code and Student Conduct Code webpage for more information.](#)

On-Line Student Complaints: [View the Distance Learning Student Complaint Process.](#)