

JOU 3002

Understanding Audiences

Fall – 2023

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Section	1B64 (18385)	Day	Tuesdays	Thursdays
Instructor	Rachel Son	Time	1:55 - 2:45 p.m.	1:55 - 3:50 p.m.
Office Hours	Tues/Thurs 12:00 – 1:00 p.m. or by appointment	Location	MAT0015	LIT0233
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.

Objectives

- Develop a working knowledge about audiences from both practical and theoretical perspectives to understand the behavioral motivations of audiences and how to identify audience preferences;
- Distinguish the mass audience, niche audiences and market segments in order to effectively apply various approaches to serving these audiences;
- Discover how media content providers and advertisers use these approaches to reach their target audience;
- Learn how technology plays a role in audience formation;
- Explain the dual product market of media and how this affects audience development;
- Develop effective analytical skills to interpret secondary data (e.g., audience metrics) to identify patterns and trends in media usage
- Demonstrate competency with utilizing audience analysis tools and media industry-based resources;
- Learn how to create meaningful insights to address audience-related challenges creatively and strategically in order to successfully evaluate and solve industry problems.

- Understand best practices for serving diverse audiences;
- Understand some of the ethical implications in audience research today and ethical best practices.

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

Canvas Readings: *All required readings will be made available through the course's Canvas page.* Please refer to the readings listed under each module, which corresponds with the reading listed in the course calendar.

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.

Recommended Readings

The course uses readings from the recommended books listed below:

1. Sullivan, J.L. (2020) *Media audiences: Effects, users, institutions, and power* (2nd Ed.). SAGE Publications, Inc. 1506397417, 9781506397412 (some readings come from the 1st and 2nd editions)
2. Webster, J. (2014). *The Marketplace of Attention: How Audiences Take Shape in a Digital Age*. MIT Press. *Available as E-book through UF Libraries.
3. Napoli, P. (2010). *Audience Evolution*. *Available as a free e-book via UF Libraries.

Technology, Software & Privacy

Software/computing Recommendations

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.

The software below is *not required*. However, if you would like to follow along with in-class demonstrations, please see the information below on how to download the software.

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.

SPSS. The analysis of audience data can be performed using SPSS, which is a software tool often used for statistical analyses. 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](#).

Note. This course will only provide a preview of how R and SPSS tools can be used for audience analysis during class time. So, it is encouraged to follow along with the demonstration, but not a requirement or part of any assignment grade.

Privacy/Security

Zoom Lecture Recordings. The course is designed to be taught *in-person (face-to-face)*. However, in the event there are class sessions on Zoom that are recorded and shared on the course's Canvas page, students who participate with their camera engaged or utilize a profile image and/or 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 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 fall outside an excused absence include holiday travel, meetings for other classes, sporting events, social engagements, etc.

Students are allotted **one unexcused absence**, which means that **two or more unexcused absences** will result go against your attendance grade.

(10%) Reflection Essays

During class time, we will look at real-world examples of understanding audiences. Then, there will be a short freewriting session that is intended to help you draw a connection between real-world examples and the topic at hand for class. Submissions will be made via Canvas at the end of the writing session. Please refer to the assignment page for details.

(15%) Quizzes

There are a total of five quizzes that test your skills and knowledge of the topics covered in class. All of the quizzes will be administered via Canvas. Details about the quiz format will be provided in class and on Canvas.

(20%) Case Study Presentation (CS)

During certain class days, one person is responsible for presenting a case study that is relevant to the topic for that day and posing questions to the class that facilitate discussion. For details about this assignment, please refer to the assignment page on Canvas. We will sign up for DL dates in the first two weeks of semester.

(25%) Online Assignments (OA's)

There are six online assignments for this course, which are listed in the course schedule and on Canvas. Each assignment is dedicated to a certain topic or skill regarding media audiences and analysis. Please refer to the details provided on the Canvas page.

(25%) Group Project

You will work with a team during *and* outside of class time to develop a promotional pitch to a client. The project will help develop strong secondary research skills and familiarity with writing a professional proposal. During the last week of the semester, your team will provide a written proposal (100 pts) and present your pitch to the class on the last day (presentation – 50 pts), as well as complete a 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

UF 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.

Class Schedule

Key: Async. = Asynchronous Video Lecture (No in-person Class)
 Holiday = No Class
 CS = Case Study Presentation

CA = Class Assignment
 OA = Online Assignment
 Q# = Quiz

		Assignments					
Date		Topic	Readings	CS	OA	Q	Projects
Week 1	Overview	Tues. 8/22	*Semester begins Wed. 8/23				
		Thurs. 8/24	Course Overview Definiton & History of Audiences	no readings			
Week 2	Overview	Tues. 8/29	Basic Models of Audience Structuration Theory	Sullivan Ch. 1 (part 1) McPhee et al. 2014			
		Thurs. 8/31	Hegemony Media Effects Theories (History)	Sullivan Ch. 1 (part 2) Webster Ch. 2			
Week 3	Objects	Tues. 9/5 Asynch.	Seminal Media Effects Theories	Sullivan Ch. 2			
		Thurs. 9/7 Guest Spkr * Eliana DuBosar	Public Opinion Assessment Sullivan Ch. 3	OA1			
Week 4	Institutional	Tues. 9/12 Guest Spkr *Jessica Sparks	News & Public Opinion Lee & Tandoc (2017)				
		Thurs. 9/14 Guest Spkr *Jessica Sparks	Public Opinion & Audience Fletcher et al. (2020)	Part 1			
Week 5	Institutional	Tues. 9/19 Asynch.	Review (Video Recording & Online Activity) Project Workday (Meet with Groups/Work on Project)	OA2			
		Thurs. 9/21	Quiz 1 Political Economy: Ratings System	Sullivan Ch. 4 (part 1)	CS1	Q1	
Week 6	Institutional	Tues. 9/26	Political Economy: Audience Commodity	Sullivan Ch. 4 (part 2)	CS2		
		Thurs. 9/28	Media Users	Webster (2014)	CS3		
Week 7	Active User	Tues. 10/3	Uses & Gratifications	Sullivan Ch. 5	CS4		
		Thurs. 10/5	Media Psychology Theories Review	* See Canvas Readings	CS5	OA3	
Week 8	Active User	Tues. 10/10 Holiday	Veterans Day				
		Thurs. 10/12	Quiz 2 Audience Interpretations of Media	CS6	Q2 Part 2		
Week 9	Active User	Tues. 10/17	Critical/Cultural Theories	Sullivan Ch. 6	CS7		
		Thurs. 10/19	Audience Reception Studies	CS8	OA4		
Week 10	Active User	Tues. 10/24	Reception Context & Rituals Review	Sullivan Ch. 7	CS9		
		Thurs. 10/26	Quiz 3	CS10	Q3		
Week 11	Active User	Tues. 10/31	Fan Cultures	Sullivan Ch. 8 (part 1) + See Canvas Readings	CS11		
		Thurs. 11/2	Fan Communities & Subcultures	Sullivan Ch. 8 (part 2) + See Canvas Readings	CS12	OA5	
Week 12	Producers	Tues. 11/7	Fan Activism Fans & Media Texts	Sullivan Ch. 8 (part 3) & See Canvas Readings	CS13		
		Thurs. 11/9	Fans & Cultural/Social Hierarchies Review	Sullivan Ch. 8 (part 4) & See Canvas Readings	CS14	Full Draft Due	

Class Schedule

Date		Topic	Readings	CS	OA	Q	Projects
Week 13	Producers	Tues. 11/14	Quiz 4 Peer Review Activity	no readings	CS15	Q4	
		Thurs. 11/16 Async.	Media Fragmentation (video lecture) Big Data (video lecture)	Sullivan Ch. 9 (part 1) + See Canvas Readings	CS16	OA6	
Week 14	Thanksgiving	Tues. 11/21 Holiday	Thanksgiving Break				
		Thurs. 11/23 Holiday					
Week 15	Producers	Tues. 11/28	Participatory Culture	Sullivan Ch. 9 (part 2) + See Canvas Readings	CS17		
		Thurs. 11/30	Datafication	Sullivan Ch. 10 + See Canvas Readings	CS18		
Week 16	Quiz/Project	Tues. 11/5	Review Project Q + A				Final Papers due 11/6
		Thurs. 11/7	Project Presentations Quiz 5			Q5	Project Presentatons

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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/>