RTV4506: Introduction to Media Research
Spring 2024

Instructor: Jieun Shin, Ph.D.

Department of Media Production, Management, Technology

Email: jieun.shin@ufl.edu

Class Time: Tuesdays 10:40-12:30 (In-person) and Thursdays 11:45-12:30 (Zoom)

Office Hours: Tuesdays 1:00-2:00 p.m. and by appointment

Course Description

This course is designed to provide students with a comprehensive understanding of fundamental principles, methods, and tools used in conducting research in the field of media studies. This course will equip students with the essential skills necessary to collect, analyze, and interpret media data effectively. By integrating basic R programming with research design and data analysis techniques, students will gain a strong foundation for investigating digital media.

This course is structured around a combination of lectures, hands-on practical coding sessions, and group projects. Students will work on real-world media datasets allowing them to apply the concepts learned in class to actual research scenarios. Guest speakers from the field of media research and data analysis will provide insights and practical experiences.

This course is a hybrid course in that we have in-person meetings on Tuesdays and online synchronous meetings on Thursdays.

Course objectives:

1. Basic R programming: **No** prior programming experience is required. Students will learn the fundamentals of the R programming language, including data reading, descriptive analysis, and visualization. They will acquire the skills needed to work with data efficiently.
2. Research Design: This section will focus on the principles of research design, including how to ask good research questions, develop hypotheses, identify appropriate datasets, and interpret the results.

Students will understand the importance of designing robust studies in media research.
3. Network Analysis: This module will introduce students to social network analysis and its application to media research. They will learn to construct and analyze networks, including information diffusion networks.
4. Text Analysis: Students will gain an understanding of text analysis techniques such as keyword extraction, sentiment analysis, and topic categorization. Students will also learn the fundamental principles of data visualization with a focus on text.

Schedule	Lecture Topic	Lab
Week 1 (Jan 9 & 11)	Introduction	R
Week 2 (Jan 16 & 18)	Media Research 101	Data Frames/ Vectors
Week 3 (Jan 23 & 25)	Digital Trace Data	Importing Data
Week 4 (Jan 30 & Feb 1)	Engagement	Descriptive Analysis
Week 5 (Feb 6 & 8)	Text as Data	Data Visualization1
Week 6 (Feb 13 & 15)	Online Experiments	Data Visualization2
Week 7 (Feb 20 & 22)	Exam	Discussion
Week 8 (Feb 27 & 29)	Social Network Analysis	Gephi
Week 9 (March 5 & 7)	Communities & Norms	Network Visualization
Week 10 (March 19 & 21)	Algorithms	Data Wrangling
Week 11 (March 26 & 28)	Agent-Based Modeling	NetLogo
Week 12 (April 2 & 4)	Distribution / Long Tail	RMarkdown
Week 13 (April 9 & 12)	Opinion Leaders	Group Comparison

Week 14 (April 16 & 19)	Presentation	Presentation
Week 15 April 24	Final Project	

REQUIRED TEXT:

All required readings are in the Course Shell. There are no required textbooks.

Note.

1. Please ask class-related questions in the question forum, not in the "comments" section of an assignment. This way, you can share the answers with other fellow students.
2. For technical issues with Canvas, please contact E-learning technical support 352-392-4357 (select option 2) or e-mail Learningsupport@ufl.edu. http://helpdesk.ufl.edu/

GRADING

Grades are *earned* via 5 modes: 10 Assignments, 1 Exam, 1 Presentation, Class participation, and Final analytics report.

Area	Percent of Grade
5 Assignments (10 % each)	**50 %**
Exam	**10 %**
Presentation	**10 %**
Class Participation	**10 %**
Final Report	**20 %**
Total	**100 %**

Grading scale: 100-93 A; 92-90 A-; 89-87 B+; 86-84 B; 83-80 B-; 79-77 C+; 76-74 C; 73-70 C-; 69-67 D+; 66-64 D; 63-60 D-; 59 and below E

Assignments & Discussion

All assignments and discussions are due at the specified dates – usually due on Saturday by midnight. Any assignments turned in after the designated due date will receive a penalty (50 % of the available points within 24 hours after the due date). Assignments will not be accepted after 24 hours. Additionally, with respect to assignments and discussions, it is assumed that students will present them professionally. This means students will use proper grammar, word usage, spelling, and

content organization. Academic honesty is expected on all assignments and discussions.

Examination
There will be one examination for this course. The exam will be problem-solving-based format. Those who pay attention to class and participate in programming will be able to complete the test.

Final Analytics Report
For this report, you will need to apply learned skills to a real case study. The report should be no more than five pages (single-spaced). Any report turned in late will be assessed penalty points per calendar day and will not be accepted after 48 hours.

OTHER CLASS POLICIES

Students with Special Needs: 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.

Course Evaluations: Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at https://evaluations.ufl.edu. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results/."

Academic Honesty: The University of Florida Honor Code applies to all activities associated with this class. 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 (http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions. You can review UF's academic honesty guidelines in detail at: https://www.dso.ufl.edu/sccr/seminars-modules/academic-integrity-module

Religious Observance: Religiously observant students wishing to be absent on holidays that require missing class should notify their professors in writing at the beginning of the semester and should discuss with them, in advance, acceptable ways of making up any work missed because of the absence.

Attendance: Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

Recording lectures: 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."

Campus Resources: 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: counseling.ufl.edu/cwc, 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 police.ufl. edu.