Digital Insights
ADV 3500-25J1 (27386)
Tuesdays 9:35-10:25am Weimer 2058
Thursdays 9:35-11:30am Weimer 2058
and online at https://ufl.instructure.com/courses/
Spring 2026

Instructor
Dr. Benjamin Johnson
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Office: Weimer 3210
Office Hours: Tuesdays 11:00am-1:00pm

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.

Required Text
Coombs, D. S. (2022). *The consumer insights handbook: Unlocking audience research methods* Rowman & Littlefield. ISBN-13: 978-1-5381-4552-4

Reading Requirements
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 and tests ask about concepts from readings, lectures, activities, and assignments.

In addition to the textbook, additional readings will be made available on Canvas throughout the course. You can also access valuable resources for this course at our library course guide: http://businesslibrary.uflib.ufl.edu/adv3350

Readings are due at the start of class on the date listed.

Prerequisites
- 3JM ADV
- STA 2023
- minimum grades of C in ADV 3008 and MAR 3023

Course Learning Objectives
- Explain the varied ways in which different types of evidence are collected, analyzed, and applied in advertising and related media contexts
- 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

- Understand the ways in which representation and diversity are critical aspects of research design, including, but not limited to, sampling and generalization
- Appreciate how digitization has altered our ability to capture and analyze insights about audiences and consumers
- Gain familiarity with current approaches to segmenting audiences and consumers and to targeting groups and individuals
- Identify the ways in which the conduct and application of research should respect and engage with human variation in age, ability, gender, sexuality, ancestry, culture, and other forms of diversity
- Communicate findings and implications from a variety of research and analytic techniques
- Translate relevant evidence into recommendations for specific persuasive strategies and techniques

Grading

Assignments

The course is structured around a series of projects in which you will plan or conduct research to address specific advertising problems. The instructor 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, via Canvas, at the start of class on the date listed.

Grade Overview

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

- Secondary data = 100 points
- Research proposal = 100 points
- Ethnography = 100 points
- Focus group = 100 points
- Online survey = 100 points
- Experimental stimuli = 100 points
- Participating in research = 20 points
- Data analysis = 50 points
- Analytics activity = 50 points
- Presentation = 100 points
- Test 1 = 50 points
- Test 2 = 50 points
- Participation = 50 points
- Pop quizzes (~3) = 30 points

Grading Policy

A is 934 or more points
A- is 900 to 933 points
B+ is 867 to 899 points
B is 834 to 866 points
B- is 800 to 833 points

C+ is 767 to 799 points
C is 734 to 766 points
C- is 700 to 733 points
D+ is 667 to 699 points
D is 634 to 666 points
D- is 600 to 633 points
E is 599 or fewer points

More information on grades and grading policies can be found on the UF Grades and Grading Policies webpage (https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/).

Schedule

Week 1
T, Jan 13
Syllabus

R, Jan 15
Read Chapter 1: Introduction and overview
Introduction to research (lectures in italics)

Week 2
T, Jan 20
Read Chapter 3: Secondary data and analysis
Secondary research

R, Jan 22
Read Chapter 2: Working with clients
Research for clients
In class: Using MRI-Simmons

Week 3
T, Jan 27
In-class: Work on secondary data
Assignment due: Secondary data

R, Jan 29
Read Chapter 4: Applied research ethics
Research ethics
In class: Work on research proposal

Week 4
T, Feb 3
Read Chapter 5: Qualitative research design and considerations
Qualitative research

R, Feb 5

Read Chapter 6: Qualitative data collection
Qualitative data collection
In class: Work on research proposal
Assignment due: Research proposal

Week 5
T, Feb 10
Test 1

R, Feb 12
Read Chapter 8: Qualitative data analysis and reporting
Qualitative analysis
In class: Plan ethnography

Week 6
T, Feb 17
Read Chapter 7: Using creative exercises for deeper insights
Focus groups
In or out of class: Conduct ethnography

R, Feb 19
In class: Analyze and write up ethnography
Assignment due: Ethnography

Week 7
T, Feb 24
In class: Plan focus groups

R, Feb 26
In or out of class: Conduct focus groups

Week 8
T, March 3
In class: Analyze focus group and write reports
Assignment due: Focus group

R, March 5
Read Chapter 9: Quantitative research design and considerations
Concepts and measurement
In class: Introduction to Qualtrics

Week 9
T, March 10
Read Chapter 10: Quantitative data collection
Surveys

R, March 12
Sampling
In class: Build a survey in Qualtrics

Week 10
Spring Break: No class

Week 11
T, March 24
Experiments
Assignment due: Online survey

R, March 26
In class: Design experimental stimuli
Assignment due: Experimental stimuli

Week 12
T, March 31
Read Chapter 11: Quantitative data analysis and reporting
Descriptive statistics

R, April 2
Read Chapter 12: Writing your report
Inferential statistics
In-class assignment: Data analysis

Week 13
T, April 7
Read Chapter 13: Developing (and designing) your deliverable
Analytics

R, April 9
Read Chapter 14: The client presentation
Writing up and presenting research for clients
In-class assignment: Analytics activity

Week 14
T, April 14
In class: Develop final presentations

R, April 16
In class: Give final presentations

Week 15
T, April 21
Test 2

Course Policies

Attendance and Participation
Regular, consistent participation is necessary for success in this course. You are expected to attend each class session. If you have legitimate reason for missing class, let the instructor and your group members know via a professionally-worded email as soon as possible.

Deadlines
In principle, all deadlines in this course are final. Exceptions and extensions can 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 an assignment receives a failing grade, the student may request a reevaluation via a professionally-worded email. However, be aware that this may lead to a higher, lower, or same, grade.

Course Communication
Course materials and updates will be posted regularly to Canvas. Course-related questions should be communicated via email to Dr. Johnson (benjaminkjohnson@ufl.edu). I will try to respond within 24 hours (usually much sooner). I also encourage you to contact the teaching assistant, attend office hours at least once, and engage in classroom discussion.

Technology Requirements
The students are required to have access to a laptop or computer with reliable Internet access. They 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.

Students will 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.

You will be asked to access a number of online resources such as MRI-Simmons, LinkedIn Learning, and scientific journals, via UF Libraries or its dedicated page for Advertising Research (https://businesslibrary.uflib.ufl.edu/adv3350).

Additionally, students need to be able to install one piece of free software on their own computer, Jamovi stats.

In the event of any technology failures (any of the above tools, or Canvas itself), please contact the instructor via email. In most cases, the problem may involve human error or system maintenance and can be resolved quickly with troubleshoot or patience. Please be proactive in contacting the instructor via email with any technological issues. In the event of persistent technological failure, the instructor reserves the right to specify alternate plans for access and delivery of the activity or assignment.

Class Demeanor
Students are expected to behave in a manner that is respectful to the instructor and to fellow students. Opinions held by other students should be respected in class, and conversations should

be constructive and on-topic. If you experience frustration or conflict with a fellow classmate, please notify the instructor and I can help.

AI Disclosures
All assignments must include a concise, concrete, and comprehensive disclosure as to whether any artificial intelligence (AI) was used and how. You must indicate specific tools, indicate what kinds of prompts were used, and indicate precisely how AI was used to support your work. In addition to this disclosure, each use of AI must be approved in advance by the instructor, to ensure you are putting in sufficient human labor to learn essential skills and use AI responsibly.

UF Policies

Honor Code
You are required to abide by the University of Florida Student Honor Code. Any violation of the academic integrity expected of you will result in a minimum academic sanction of a zero on the assignment. I take originality in writing and creative work very seriously, and expect you to fully understand what is considered plagiarism. For helpful information on original work, see:
https://www.jou.ufl.edu/wp-content/uploads/2021/08/Plagiarism-Guideline-081321.pdf
https://guides.uflib.ufl.edu/c.php?g=147797&p=967443
https://gradadvance.graduateschool.ufl.edu/media/gradadvancegraduateschoolufledu/OGPD_Plagiarism_Workshop_20221019.pdf

I am always available to proactively discuss any uncertainties or ambiguities before you submit an assignment. Any alleged violations of the Student Honor Code will automatically result in a referral to Student Conduct and Conflict Resolution. Please review the Student Honor Code and Student Conduct Code at http://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/

Accommodations
Students with disabilities requesting accommodations should first register with the UF Disability Resource Center (https://disability.ufl.edu/about/contact-us/) at (352) 392-8565 by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodations. Students with disabilities should follow this procedure as early as possible in the semester.

Course Evaluations
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.aa.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.aa.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.

GatorWell Health Promotion Services (https://gatorwell.ufsa.ufl.edu/): For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450.

Academic Resources
E-learning Technical Support (https://elearning.ufl.edu/student-help/) For help with Canvas and other technologies for this course, contact helpdesk@ufl.edu or (352) 392-4357 (select option 2).

Career Connections Center (https://career.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. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.