



ATLAS LAB

COLLEGE OF JOURNALISM
AND COMMUNICATIONS
UNIVERSITY OF FLORIDA

RTV3945: MEDIA IMMERSION EXPERIENCE – THE ATLAS LAB - SPRING 2026

Class Period: Mondays, Period 8-9 (3:00PM – 4:55PM)

Classroom: Weimer G037 (Atlas Lab)

Dr. Nathan Carpenter

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Office: Weimer G033

Office Phone: 352-294-6813

Office Hours: Fridays 8:00AM-9:30AM, or by appointment

COURSE DESCRIPTION

Since 2023, the Atlas Lab has served as the University of Florida's world-class social media listening laboratory. It provides valuable data analysis skills for students, a treasure trove of data for scholars, and audience insights for UF's media immersion venues. This immersive learning experience provides students the opportunity to join a team of thought leaders and research associates who plan and execute hands-on outreach and engagement events, support client-facing research projects, and assist academic partners in acquiring and analyzing social media data. Students will gain experience in event planning and promotion, social media listening, digital media analytics, data cleaning and processing, and feature writing for a variety of audiences.

COURSE OBJECTIVES

Students who take this course will:

1. Develop applied skills in data acquisition, social media listening and data analytics techniques
2. Understand the role of data analytics and social listening in industry and academia
3. Develop skills in feature writing with data storytelling
4. Work in dynamic team environments to deliver insights for clients
5. Plan, promote and execute events that teach the UF community about data analytics

PREREQUISITES

This course is departmentally controlled. Students must have been successful in their application to join the Atlas Lab and have permission from the instructor to enroll.

TEXTBOOK

No textbook required. Weekly readings and other resources will be provided.

RECOMMENDED RESOURCES

- Access to social media listening web apps will be supplied by the Atlas Lab
- Bringing your own personal laptop computer is encouraged
- Installing the R programming language on your personal laptop computer is encouraged
- Links to professional development readings and trainings will be provided through Canvas

WEEKLY CLASS MEETING SCHEDULE (Subject to Change)

1/12: Intro to the Atlas Lab; Team Assignments
1/19: MLK Day – No Class Meeting; Complete Asynchronous Online Trainings
1/26: Training: Feature Writing with Social Listening Data; Team Prep for Grammys
2/2: Lecture: Social Listening & Sports; Team Prep for Winter Olympics & Brand Bowl
2/9: Lecture: Social Listening for Communication & Media Industry; Launch Client Project
2/16: Lecture: Social Listening for Journalism
2/23: Training: Computer Programming for Social Analytics
3/2: Training: Meta Ads Library
3/9: Training: Dataviz Tools
3/16: Spring Break – No Class
3/23: Lecture: Social Listening for Crisis Communication
3/30: Lecture: Preparing for the Workplace
4/6: Team Prep for Final Client Presentations
4/13: Final Client Presentations
4/20: Atlas Lab Open House & Showcase

TENTATIVE EVENT SCHEDULE (Subject to Change)

2/1: Grammys Watch Party
2/6: Winter Olympics Opening Ceremonies Watch Party
2/8: Brand Bowl
2/11: Wednesday Workshop – Intro to Social Listening
2/18: Wednesday Workshop – Advanced Social Listening
2/22: Winter Olympics Closing Ceremonies
2/25: Wednesday Workshop – Research with Reddit
3/4: Wednesday Workshop – Research with Bluesky
3/15: Oscar Night (optional)
3/25: Wednesday Workshop – Meta Ads Library
4/1: Wednesday Workshop – Google Trends

GRADING

Pass/Fail, based on:

- Lecture and training attendance during the semester
- Participation in assigned events and workshops
- Individual contributions to client research and reports
- Completion of Atlas Lab article, infographic report, and/or promotional materials
- Ability to navigate complexities of team dynamics

ATTENDANCE POLICY

You are expected to attend every class lecture and training session, as well as selected outside events as assigned. Requirements for class attendance and makeup work, assignments, and other work in the course are consistent with [university policies](#). If you have an extenuating circumstance that requires a prolonged absence, please refer to the UF Dean of Students Office Instructor Notification Request.

COURSE COMMUNICATION

Students will be required to communicate and stay up to date with the Atlas Lab team through Microsoft Teams, Canvas and email. If you have not already been added to Teams or Canvas, please email your instructor. You may message your instructor on Teams or email at any time with any questions or concerns you have, but please allow up to 48 hours for a response. Your instructor is happy to provide guidance and meet with you one-on-one via Zoom, Teams or phone.

STUDENTS WITH DISABILITIES

Students requesting classroom accommodations should first register with the Dean of Students Office's Disability Resource Center. The Dean of Students Office will provide an accommodation letter that must be presented to me when requesting accommodation. If you have an accommodation letter, please let your instructor know as early as possible in the semester. To contact the Disability Resource Center, visit <https://disability.ufl.edu/> or call 352-392-8565.

COURSE PROFESSIONALISM

The College of Journalism and Communications is a professional school, and professional decorum is always expected. Conduct yourself in an honest, ethical, respectful and courteous manner with other students and with your instructor, abiding by the UF Student Conduct and Honor Codes. Please follow rules of common courtesy for email, discussions and chats. UF's recommendations for netiquette can be found here:

<https://teach.ufl.edu/wp-content/uploads/2020/04/NetiquetteGuideforOnlineCourses.docx>

UF ACADEMIC POLICIES & RESOURCES

For all UF academic policies and resources not mentioned above, please visit this link:

<https://syllabus.ufl.edu/syllabus-policy/uf-syllabus-policy-links/>