

ADV 6505

advertising research methods

Fall 2014

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Office hours: M 6-7th and T 6-7th or by appointment. No appointments on Fridays.

course description

This course introduces students to the methods most commonly used in scholarly and professional research in advertising, including secondary, qualitative, survey, and test markets. It will provide students with a basic understanding of the research process with emphasis on problem identification, appropriate method selection, including strengths and weaknesses of alternative methods, and planning and executing research. The course will introduce students to the relationships among theory and research.

Research Methods in Advertising is designed to provide students a primer on designing and executing a research project from problem identification through data collection. Additional courses will be required to gain the knowledge necessary for statistical data analysis, as well as advanced methodology.

instructional approach

The format of this course is largely lecture with active discussion/participation and a paper. Therefore, students are expected to come to class prepared to actively participate in class discussions. An important aspect of this course is that students think critically and learn actively and independently.

course requirements

Readings, class attendance, participation, homework, paper, and exams.

basis of course grade

Class participation/attendance	5%
In class assignments	5%
Exam 1	25%
Exam 2	10%
Final Take-home Exam	25%
Research Paper (including drafts, call reports, final)	30%
BELOW ARE WHAT EACH COMPONENT OF THE RESEARCH PROJECT COUNTS FOR.	
Call reports	5%
Peer evals	30%
Rough draft	25%
Final draft	40%

grading scale

95-100	A
90-94.99	A -
87-89.99	B+
83-86.99	B
80-82.99	B-
78-79.99	C+
73-77.99	C
70-72.99	C-
68-69.99	D+
63-67.99	D
60-62.99	D-
Below a 60	E

elearning (also referred to as SAKAI)

Most of the course materials will be posted on SAKAI www.lss.at.ufl.edu. Click on the button to enter elearning on the left-hand side of the screen. Also you may want to bookmark <http://libguides.uflib.ufl.edu/advertising>. It is the special gateway to advertising-specific resources in the library.

powerpoint note shells

There will be note shells in powerpoint ONLY on SAKAI in the resources folder. If you don't have powerpoint on your computer, then you will have to use a computer lab on campus to access them and print them (or convert them to a file that you can use on your computer) OR go to <http://news.it.ufl.edu/education/free-microsoft-office-for-students/> for free Microsoft Office. **Please note the following about these shells:** 1.) Copyrighted materials that I DON'T have permission to distribute are not in these. Thus, you may see a graphic or a visual in lecture that is not and cannot be a part of your notes. 2.) These notes ARE NOT COMPLETE. I delete parts of them to force at least some writing/taking of notes on your part. Learning theories show that you remember materials better when you see, hear, and write it down rather than just sitting back and listening in class.

online lectures

There will be some lectures online in the resources folder in a folder named "Lectures." You are to view these, take notes, and come to class ready to ask any questions you have from these. Please mark the slide number where you had a question. I do this so that we can have more interaction in class and I have time to work with and guide you on your research project and other in-class exercises.

class participation, attendance, in-class discussion, homework

Your presence and contribution are important, and they are required for a successful class. Therefore, you will be graded for both attendance and **active** class participation (meaning you speak in class). If you don't ever speak up in class and/or are not prepared for discussions, then you will not receive much credit for this section. If I catch you texting, checking email/Facebook, or any other activity other than taking notes in class, you will lose 2% on your final grade for each time this happens. Each day class participation, when applicable, will be graded as: 2 = active speaking and contribution, 1 = limited speaking/contribution, 0 = did not speak.

If you are ill or have another excusable type of absence (court appearance, medical emergency, religious holiday, conference presentations), you need to notify me, preferably before class, in order for it to be excused. Things that aren't excused are holiday travel, meetings for other classes, sporting events, social engagements and the like. More than one unexcused absence will result in the loss of a half letter grade from your final grade for each unexcused absence.

As you know by now, graduate school requires a lot of reading and class preparation. Please don't waste your valuable time and money by not coming to class prepared. This is your opportunity to critically engage with the course material! I know some people are shy and English is not everyone's first language, but this should not prevent you from participating.

Student who either have less than 50% for class participation or who miss (or get a 0) on more than one in-class discussion write up will not be eligible for any kind of curve to their grade at the end of the semester. Your grade will be your raw percentage score.

in-class discussion

These will be “assignments” that you need to read and write up the assignment PRIOR to class. We will be discussing the assignment in class, and you will hand in your TYPED write up. You won’t be graded in terms of right or wrong answers but in terms of the quantity and/or quality of the write up discussion. Make sure you have this printed and ready to hand in class or else it will be late. Grading will be 2 = excellent, 1 = some errors or other issues, 0 = did not due or poor quality/major errors/numerous errors.

exam 1

You will be given 2 hours to complete this exam. There will be 25 multiple choice questions and then several short answer or short essay questions. You may bring in a laptop to type your exam. There will be a 60 minutes that you will be allowed notes, The first hour will be closed book.

exam 2

You will be given 1 hour to complete this exam. It will be all multiple choice questions. This exam will have 20 minutes out 60 that you may use notes.

final take-home exam

You will have approximately two weeks to complete a take-home exam at the end of the semester. This exam will test your ability to apply what you’ve learned throughout the semester to real-world advertising problems. You MAY NOT work with others on this exam.

research paper (encourage to work with 1 partner)

our final research paper will be a quantitative method and consist of the following elements (although you may choose the order):

Introduction to the research problem. You will explain what this study will look at and most importantly, why it’s important to look at (often times called the “so what”).

Literature review. You will write a literature review on your topic.

Hypotheses and RQs. You will discuss and list your hypotheses and/or research questions. You must have AT LEAST ONE hypothesis. As part of the hypothesis, you should have a rationale for it. The rationale shows us the research you’re using in creating your hypothesis.

Design. You should describe in detail what your design is (e.g., content analysis, experimental - between-subjects or within-subjects, etc.). You will need to discuss what the important variables (I.V.s & D.V.s) and operational definitions are. You will talk about why this research method is the best choice to test your hypotheses and/or answer your RQs.

Participants. You should describe how many participants you will run and how the participants will be selected. What is your sampling procedure, if applicable? Why did you or did you not randomly sample?

Materials (Apparatus). You will include the materials you’re using such as the actual survey, a questionnaire, an experimental stimulus, a code book, etc. You will also describe the materials and your choices for those materials. For example, if you’re looking at photos in Time magazine, why did you choose to look at photos and not video or text? Why Time magazine and not another magazine or medium?

Procedure. You should include the entire process that a participant will go through when he or she participates.

After reading your method, I should be able to replicate your project on my own AND understand the decisions you made. The paper should follow APA style guidelines and be no longer than 20 pages. (Your bibliography and instrument does not count in the 20 page limit nor does the actual materials.) Figure approximately 5-8 pages for the literature review, 1-2 pages for the introduction/so what, and the remaining pages for the method. Not all method papers will be the same length! It will depend on the method. I will not grade any pages beyond 25!!!! Also, all papers must be readable, meaning free from grammatical and technical errors. If your paper is not readable, I won’t grade it. You’ll have to re-do it until it is readable.

This will be turned in through tunitin.com.

call reports: You will turn in every week a brief listing of what you've done on the research paper, what a teammate has done, and what (if any) problems exist in your working relationship. The latter is your record that there is a problem.

peer evaluations: You will do two of these to rate your partner and ensure that everyone is contributing to the paper. We will meet if there is a problem with a team. Although these count for 30% of your paper grade, any students who falls at or below a 3.2 average out of 5 on peer ratings will also have a letter grade deducted from the team's final paper score. In other words, if you don't do the work, you don't get a good grade.

late paper/homework policy: You will lose one letter grade for each day it is late. If it is an in-class assignment, you will simply receive a 0 for that day's participation

missed exam policy: You will be allowed to make up exams at the instructor's convenience IF you had an excused absence and you notified the instructor in advance.

other grading factors: Disruptive or argumentative behavior may result in a lower grade.

texts

The Practice of Social Research, most current edition by Earl Babbie
Additional readings will be available on elearning or handed out in class.

plagiarism and academic dishonesty

It is YOUR responsibility to make certain you understand what constitutes plagiarism and to ensure that you give proper credit anytime you draw on someone else's writing. I urge you NOT to rely on what you think you learned about plagiarism in high school or the standards allowed/required in your undergraduate classes or non-UF graduate programs. If you're not certain you understand what's acceptable and what isn't, check out these websites:

<http://www.indiana.edu/~wts/wts/plagiarism.html>,

<http://www.sja.ucdavis.edu/sja/plagiarism.html>

If you read these materials and still aren't certain what's acceptable, ASK ME! Do not assume that any other student or professor can tell you what will be acceptable in my class. There is no penalty for asking questions, but there ARE penalties for failing to credit someone else's work properly because you didn't ask questions.

Be especially careful about the use of information you find on the Internet. It is all too easy to copy and paste background information into your papers, but unless you enclose such information in quotation marks and clearly cite the website from which it came, this constitutes plagiarism. Even if you paraphrase, you must include a clear reference to any written materials on which you've drawn.

Be aware that if I suspect, for whatever reason, that material in one of your papers is plagiarized, I can submit the paper to a web-based plagiarism checking program. Relatively minor and clearly unintentional instances of plagiarism will result in your being required to re-write the paper and receiving a failing grade on that paper. More extensive plagiarism, even if unintended, and ANY instance I believe represents an intentional attempt to pass off someone else's work as your own will result in a failing the course and possibly be dismissed from the program (that will be up to the graduate committee).

I have had issues with plagiarism in previous classes. I will not tolerate it. Other professors may choose to "work with you" by having you re-write the paper. I do not do this, so don't expect it if you're caught.

students with special challenges

Students affected by such challenges and requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students will provide documentation to the student who must then provide this documentation to the professor when requesting accommodation. Accommodations aren't made "after the fact," meaning if you do poorly on an exam and then bring in a letter from the Dean of Students the contents of that letter go in effect the day I receive it. This is university policy.

the syllabus may change during the semester. you will be given notice of any changes.

topics with ** are online lectures.

Date	Topic	Readings	Assignments due
Aug 26	Course introduction,		
Aug 28	Research process	Babbie: Chp 1; pp. 43-59; Davis: 18-25 (on SAKAI)	
Sep 2	Research process finished **Ethics**	Watch the Ethics lecture on SAKAI (resources folder>lecture folder) before class on the 9th. Babbie Chp. 3, "Advertising Research Ethics and Kids"(elearning)	
Sep 4	Writing literature reviews and answering the so what	Readings are TBA but will be in a folder marked "literature review"	In-class exercise (research process) due Let me know research topic areas you are considering
Sep 9	Research design	Babbie: Chp. 4	Declare research team and topic(s).
Sep 11	Research design finished Conceptualization and Measurement	Babbie: Chp. 5	
Sep 16	Conceptualization and Measurement		In class exercise (research design)
Sep 18	Finish Conceptualization and Measurement Comparative and non-comparative scaling	Babbie: pp. 175-184 (Babbie will talk about things we won't and vice versa)	Call report 1 due
Sep 23	Sampling	Babbie: Chp. 7	Rough draft of your introduction & "so what" with bibliography are due on SAKAI (10 pts)
Sep 25	Sampling		Call report 2 due
Sep 30	Observation Research	Readings on SAKAI: "Read the face to get inside consumers' minds"; "Bio-sensory metrics can deliver advertising insights"; "One to one insight case"; "Mindsign"; "Eye tracking"	
Oct 2	Exam 1		Exam covers research process through sampling. Make sure to bring your book and notes for the exam.

Date	Topic	Readings	Assignments due
Oct 7	Observation research		Rough draft literature review with bibliography due on SAKAI (25 pts)
Oct 9	NO CLASS--Goodman out of country		Work on your papers! Call report 3 due
Oct 14	Content analysis	Babbie: 330-331 (in Chp. 11)	
Oct 16	Finish Content analysis Survey research	Babbie: Chp. 9	Call report 4 due
Oct 21	Survey research		
Oct 23	Finish survey Experiments	Babbie: Chp. 8	In-class exercise (survey) due Call report 5 due
Oct 28	Experiments		
Oct 30	Experiments Begin Qualitative Research	Babbie: 292-303; 314 to end; "Focus-group interview and data analysis"; "Analyzing theme park visitors" http://www.marketingresearch.org/node/12310	Call report 6 due
Nov 4	Qualitative Research **Qualitative Analysis**	Watch Qualitative Analysis on SAKAI before class.	In-class qualitative analysis due
Nov 6	Qualitative Resarch (if necessary) Otherwise finish up rough draft (no class)		Rough draft of methods with bibliography and testing materials are due on SAKAI (25 pts)
Nov 11	NO CLASS--VETERAN'S DAY HOLIDAY		
Nov 13	Segmentation	Read: "Finding the Right Lifestyle Group"; "Making Market Segmentation Work"	
Nov 18	Copy and concept testing	Read: "Mapes and Ross..."	
Nov 20	Copy and concept testing Audience research		
Nov 25	Audience research		
Nov 27	NO CLASS--THANKSGIVING HOLIDAY		
Dec 2	Work on final exam		Final research paper due on SAKAI by 10:30 a.m.
Dec 4	Exam 2 (1 hour)		Covers observation research to the end of the semester Team member evaluations are due
Dec 9	Work on final exam		
Dec 11	FINAL EXAM DUE ON SAKAI BY NOON. NO EXTENSIONS.		