

Public Relations Research (PUR 3500, Section 1497)
Spring 2015 T 3-4th (9:35-11:30 a.m.) & TR 4th (10:40-11:30 a.m.)
Weimer 1076

INSTRUCTOR

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College of Journalism and Communications
Office: Weimer G038
Office Hours: Wednesday 9:30-11:30 a.m. or by appointment
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COURSE DESCRIPTIONS

This course is intended to provide introduction to social science research in public relations and understand why research is essential in public relations campaign management, monitoring of PR programs and evaluation of PR campaigns. The course focuses on different types of research-qualitative, quantitative research, and online research.

COURSE OBJECTIVES

- To understand the role of research in public relations management.
- To introduce basic concepts and methods in public relations research
- To analyze issues related to measurement in public relations research and make appropriate measurement choices.
- To understand the assumptions of various research methods in public relations.
- To learn how to apply research methods to specific situations in public relations campaign management.
- To learn how to write persuasive research reports and deliver the results successfully in a professional oral presentation.

COURSE FORMAT

Students are expected to attend each class and arrive on time, read the assigned materials before coming to class, and actively participate in discussion. For effective understanding of the role of research in public relations management, each course period will incorporate some interactive class activities (e.g., case study and Internet/Web research) so students are expected to participate actively. Laptops or smart phones will be helpful for in-class activities, but please refrain from online activities not related to class discussion or assignments such as texting, surfing, or checking in social media.

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REQUIRED READING

- Stacks, D.W. (2011). *Primer of Public Relations Research*, (2nd Ed.). New York: Guilford.
- Lecture notes and class materials will be available on Canvas

COURSE GRADING

Grading Items	Percentage Allocation
Attendance and In-Class Assignments	10%
Three Exams (15% each)	45%
Online Research Project and Presentation	15% (5% for research report, 5% for presentation, 5% for peer evaluation)
Focus Group Research Project and Presentation	15% (5% for research report, 5% for presentation, 5% for peer evaluation)
Survey Research Project and Presentation	15% (5% for research report, 5% for presentation, 5% for peer evaluation)

GRADING CRITERIA

Attendance and In-class Assignment (10 percent)

Your class participation will be based on your attendance. You are expected to attend each class and arrive on time, and also expected to contribute in-class assignment. Each assignment will be based on group work and presentation. You should participate actively in each in-class group discussion and provide at least one meaningful comment. For some class sessions, you will be asked to prepare for discussion. Laptops or smartphones are allowed to participate in the in-class activities, but DO NOT be allowed for texting, surfing, and checking in social media. Missing class or unprofessional/inappropriate behavior during class meetings will have a negative impact on your grade.

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Exams (15 percent each)

Three exams will be given to assess your understanding of lectures covered in the course. The exams will be basically composed to multiple choice.

Online Research Project and Presentation (15 percent)

- You should conduct Internet-based research regarding a particular subject as a research group member. The instructor will decide the research subject.
- Each group should provide a report based on the findings and make a 10-minute presentation regarding the research findings.
- Each group member is equally responsible to produce the research report and presentation. Peer evaluation will be conducted to assess each group member's contributions to the project.

Focus Group Research Project and Presentation (15 percent)

- You are expected to conduct a focus group research as a research team. Each group should recruit 4 to 6 participants for the focus group research. The instructor will decide the research subject.
- Each group should provide a report based on the findings and make a 10-minute presentation regarding the research findings.
- Each group member is equally responsible to produce the research report and presentation. Peer evaluation will be conducted to assess each group member's contributions to the project.

Survey Research Project and Presentation (15 percent)

- You are responsible to conduct a survey research regarding a particular subject. The survey research will be also a group project. The instructor will decide the research subject.
- You should understand basic concepts of survey method and comprehend the use of SPSS software.
- Each group should provide a report based on the findings and make a 10-minute presentation regarding the research findings.
- Each group member is equally responsible to produce the research report and presentation. Peer evaluation will be conducted to assess each group member's contributions to the project.

GRADING SCALE AND PERCENTAGES

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Class performance of course will be evaluated following University scale.

Grading policies adhere to UF's guidelines that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

A = 100 – 93	A- = 92 - 90	
B+ = 89 – 87	B = 86 – 83	B- = 82 - 80
C+ = 79 – 77	C = 76 – 73	C- = 72 - 70
D+ = 69 – 67	D = 66 – 63	D- = 62 – 60
E = 59 and below		

ACADEMIC HONESTY

Students must regard academic honesty as crucial and essential part of your academic life. The instructor treats the academic honesty as a serious issue. All your works for this course should be created on your own, and you are required to follow appropriate citation methods and guidelines. False information (fabrication) also leads to fail of this course. Please find appropriate information and guideline such as Purdue Owl

(<http://owl.english.purdue.edu/owl/resource/589/01/>) to avoid plagiarism. Your academic dishonesty will be reported to Student Conduct and Conflict Resolution, which might ask you additional penalties. Plagiarism will result in an automatic zero point and The University's guidelines regarding academic honesty can be found at:

<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

COURSE AND INSTRUCTOR EVALUATION

It is important to participate in the evaluation of every class in order to improve class by providing your feedback on the quality of instruction. Regarding the course evaluation, you will receive an email reminder or you will be able to assess evaluation system to complete it at <https://evaluations.ufl.edu>. Your feedback will be appreciated and helpful to advance this course further.

STUDENTS WITH CHALLENGES

Students who requesting accommodation must first register with the Dean of Students Office, Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/). The Dean of Students will provide documentation to the student, who must then provide this documentation to the instructor when requesting accommodation. You must meet take action immediately to ensure requested accommodations can be provided.

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COUNSELING SERVICES AND

University counseling services and mental health services are available at <http://www.counseling.ufl.edu/cwc/Default.aspx>; 392-1575, University Police Department 392-1111 or 9-1-1 for emergencies.

COURSE SCHEDULE

*This is *tentative* schedule

WEEK	DATE	Reading Chapter	OVERVIEW	ASSIGNMENT DUE
Week 1	Jan. 6	Chapter 1	Introduction of Class	
	Jan. 8	Chapter 2	Understanding Research Management of Research	
Week 2	Jan. 13	Chapter 3	Measuring Outcomes	
	Jan. 15			
Week 3	Jan. 20	Chapter 4	Descriptive Statistical Reasoning/Compute Analysis	
	Jan. 22			
Week 4	Jan. 27	Chapter 5	Ethical Concerns Review for Exam 1	
	Jan. 29	Exam 1		
Week 5	Feb. 3	Chapter 7	Secondary Research	Discussion of online research Project
	Feb. 5			
Week 6	Feb. 10	Chapter 6	Content Analysis	
	Feb. 12			
Week 7	Feb. 17	Chapter 8	Case Study	
	Feb. 19		Online Research Presentation	Online Research Project Report
Week 8	Feb. 24	Chapter 9	In-depth Interview, Focus Group, Participant-observation	Discussion of Focus group project
	Feb. 26			

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Week 9	Mar. 3	Spring Break (No Class)		
	Mar. 5			
Week 10	Mar. 10	Chapter 10	Sampling Review for Exam 2	
	Mar. 12	Exam 2		
Week 11	Mar. 17	Chapter 11	Survey and Poll Method	
	Mar. 19		Focus Group Research Presentation	Focus Group Project Report
Week 12	Mar. 24	Chapter 12	Basic Experimental method	Discussion of Survey Project
	Mar. 26			
Week 13	Mar. 31	Chapter 13	Statistical Reasoning and Computer Analysis	Lab meeting (SPSS)
	Apr. 2			
Week 14	Apr. 7	Chapter 14 & 15	How to write a research report Review for Exam 3	
	Apr. 9	Exam 3		
Week 15	Apr. 14		Group discussion for survey research presentation	
	Apr. 16		Preparing final project: No Class	
Week 16	Apr. 21		Survey Research Presentation	Survey Resesarch Project Report