

RTV4506 Telecommunication Research

Fall 2013

Meeting Time: 12:50-3:50 pm Wednesdays

Classroom: Weimer G030

Office Hours: 10 am-12 noon Wednesdays and by appointment

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Course Overview

This course will introduce you to the research practices most commonly used by scholars and practitioners in the field of electronic media. It will cover both primary, custom research methods and applied, industry-oriented audience analysis topics. First, a broad overview will be provided for basic subjects such as research design, measurement, and data collection/analysis as applied in different research methods like experiments, surveys, focus groups, case studies, content analysis, and other major primary research approaches. The second phase of the course will focus on familiarizing you with the leading industry audience intelligence/data services. Specifically, it will cover applied audience research such as ratings analysis, psychographic and lifestyle data, as well as other target marketing tools used by media/marketing industry practitioners. Basic descriptive statistics will also be reviewed.

Course Objectives

This course has four objectives: (1) to familiarize you with the basic concepts and processes of conducting original research in telecommunication; (2) to provide you experiences in analyzing secondary audience data and in using major target marketing tools; (3) to introduce to you (very) basic statistical tools for data analysis; and (4) to give you the opportunity to develop an audience analysis/sales/marketing portfolio for job interviews.

Course Organization and Administration

Lectures, discussions, and assignments: We will have both lectures and discussions in this class. You are required to participate in the discussions of assigned readings. You are strongly encouraged to ask questions and respond to the lectures. Your class participation will be part of your final grade. You will work on various audience analysis exercises using a web-based service from Arbitron with real audience data. You will also work in teams to complete a primary research project for a real industry client.

Required and Recommended Reading Material

Required Textbook: Wimmer & Dominick, Mass Media Research: An Introduction, 10th ed., Cengage Learning, 2013.

Required Readings: Other required readings will be posted on the eLearning site or handed out in class throughout the semester. Please note that it is your responsibility to obtain the material distributed in class during your absence. The instructor will not re-lecture or re-distribute the material delivered in class.

Course Evaluation

There will be various assignments and two exams. Specifics regarding deadlines and details of the assignments will be given at least seven days prior to their due dates. Exams and assignments will be based on the materials from lectures, discussions, and assigned readings.

Grade Components

Exam I	25%
Exam II	25%
Participation	10%
Ratings Assignments	15%
Audience Research Team Project	25%

Final Letter Grades and %

A	93-100%
A-	90-92.99%
B+	87-89.99%
B	83-86.99%
B-	80-82.99%
C+	77-79.99%
C	73-76.99%
C-	70-72.99%
D+	67-69.99%
D	63-66.99%
D-	60-62.99%
E	below 60%

Information on current University of Florida grading policies can be found at:
<http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>

Final letter grades will be based on weighted % of adjusted raw scores. Decimal % will be rounded to the nearest whole number .5 or better. No extra credit projects will be available. No early exams will be given. If you are unable to take an exam on schedule, you must notify Dr. Chan-Olmsted before the exam and provide documentation of the absence. Unexcused absences for an exam will result in a grade of zero. All assignments are due at the beginning of class on their specified dates. Any assignment turned in late will be assessed a five percent penalty per calendar day. Finally, academic honesty is expected on all assignments and exams. Cheating of any kind will not be tolerated.

I will not repeat material missed by absent students. It is the responsibility of the students who fail to attend class to get notes from their classmates. Such second-hand exposure seldom provides a fully satisfactory substitute for class attendance. Missing class will not serve as an excuse for failing to submit assigned work on time. Grade at the end of the course may be obtained by submitting a stamped, self-addressed postcard to the instructor. Students 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 instructor when requesting accommodation. It is also the student's responsibility to remind the instructor of all special exam accommodations.

Additional Information about the Honor Code: The students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

You can review UF's academic honesty guidelines at: <http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php>

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online 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>.

RTV4506 Course Schedule

WEEK	Topic	Assigned Reading	Tentative Important Dates
Week 1 8/21	Research Overview - Introduction to research - Methods, process, and elements	- Wimmer & Dominick: Chapter 1-2	Become familiar with the UF library website
Week 2 8/28	Research Design - From theories to methods - Major research approaches - Research ethics - Conducting library database research	- Wimmer & Dominick: Chapter 1-2, 3	Become familiar with the UF library website
Week 3 9/4	Sampling Qualitative Research - Focus groups - Case studies	- Wimmer & Dominick Chapter 4 & 5	
Week 4 9/11	Focus Groups Survey Research	- Wimmer & Dominick Chapter 5 & 7	
Week 5 9/18	Focus Groups and Survey Research Practices	- Wimmer & Dominick Chapter 7	
Week 6 9/25	Content Analysis	- Wimmer & Dominick Chapter 6	
Week 7 10/2	Experimental Research Longitudinal Research Consumer/Market Database Review	- Wimmer & Dominick Chapter 8 & 9	Audience research team project proposal due
Week 8 10/9	Exam I in class		
Week 9 10/16	Applied Media/Audience Research - Topics, industry, and services Audience Research Project Review	- Wimmer & Dominick Chapter 14, 15, & 16	Become familiar with my.arbitron.com data analysis
Week 10 10/23	Audience Research Profession and Industry Trends (Guest speaker)	- Arbitron website and eLearning site materials	Become familiar with my.arbitron.com data analysis
Week 11 10/30	Audience Ratings Analysis - Terminology, procedure, and services - Audience analysis: my.arbitron.com	- Arbitron website and eLearning site materials	Become familiar with my.arbitron.com data analysis
Week 12 11/6	Audience Ratings Analysis Practices	- Arbitron website and eLearning site materials	
Week 13 11/13	Data Analysis - Introduction to basic statistics	- Wimmer & Dominick	

		Chapter 10 & 12	
Week 14 11/20	Audience Project Presentations		Audience research team project presentations
Week 15 12/4	Exam II in class		