

# RTV4506 (0623) | Telecommunication Research | Fall 2015 Dr. Starr

## Instructor

Instructor: Dr. W. John Starr

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Classroom: Weimer G030

Office: Weimer 2093

Office Hours: By appointment

## Course Description

The course is designed to help you bridge classroom instruction with current industry research issues, best practice applications, and business implications. You will learn a series of concepts and terms in the telecommunication research field from both practical and theoretical perspectives, and you will learn to interpret and practice both qualitative and quantitative telecommunications research methods.

## Course Objectives

The goal of this course is to provide students with the fundamental skills needed to conduct, analyze, evaluate, and develop telecommunications research. Specific course learning objectives are as follows:

1. To understand the mission and responsibilities of research departments and successful research managers in broadcast television, cable television, radio, and print.
2. To study the research pioneers and gain a historical perspective on audience measurement.
3. To understand the structure and process of the television and advertising industries.
4. To know the recurrent patterns of television viewing (seasonal, daypart, demographic, etc).
5. To understand Nielsen Media Research, Eastlan, and other research vendor methods.
6. To be familiar with basic principles of primary research (including research design, sampling data).

## Textbook - required

Wimmer & Dominick, Mass Media Research: An Introduction, 10<sup>th</sup> ed., Cengage Learning, 2013.

## Class Participation

Your attendance and active participation in class discussion are expected and required in every class. In order to participate effectively in class, you would need to have read the material ahead of class. You are expected to keep up with the readings for each class.

## Assessment

Students' grade will be based on their performance in these areas: two exams, a topic presentation, one final group project, and class participation. You must earn a C or higher to successfully complete the course. Extra credit opportunities will also be made available and points will be allocated at the instructor's discretion. The following provides a points allocation for each of these areas:

<u>Assignment Grading</u>	(Tentative)	<u>Points</u>
• 2 Exams		40 (20 each)
• Quizzes		25 (5 each)
• Class Project		20
• Class Participation (attendance, homework assignments, class discussions)		15
• Extra Credit Opportunities (research participation, etc., 0.5pt/ up to 3pt)		~
TOTAL		100

### Grading Scale

Points	Grade		Points	Grade
92 - 100	A		70 - 75	C
90 - 91.9	A-		66 - 69.9	D+
86 - 89.9	B+		60 - 65.9	D
80 - 85.9	B		Below 60	E
76 - 79.9	C+			

### Exams

There will be two in-class exams during the regularly scheduled class period. Exams are designed to test the student's cumulative knowledge of the main ideas covered in the lecture PowerPoints, class notes, student presentation materials, and in the text up to the exam date specified on the syllabus. The general exam format consists of multiple choice and true-false questions. Prior to each exam, the instructor will provide a review of the material included. Make-up exams will be allowed only for the students who miss the class of the exam date with the appropriate documentation.

### Quizzes

Five quizzes will be conducted during the semester, each valued at 5 points. Students with unexcused absences will not be allowed to complete a make-up quiz. Quizzes will be held every 2 to 3 weeks, containing true and false statements and multiple choice questions.

### Class Project

The class will be divided into teams of 3 to 4 students to work together on a research project. More details will be provided during the semester.

### Team Member Evaluation:

Students will spend much of their outside class time working with their team members, on a team project accounting for a significant percentage of the final grade. In order to assess each team member's contribution to the team project, students are asked to evaluate their team members at each phase of the team project. Students need to evaluate each of their team members, using a form provided by the instructor. The evaluation may reduce an individual score on the team project.

The team member evaluation is due on presentation/project due date at the beginning of class. The rule regarding late assignments is applied to the team member evaluation. After the deadline, 10% of the project grade is deducted each day the team member evaluation is turned in late.

## Extra Credit

At various times throughout the semester, students may have an opportunity to earn extra credit. Extra credit opportunities that require participation that goes beyond regular class time will be announced as much in advance as possible in order to give students time to make any necessary arrangements.

## Academic Honesty

Academic honesty is an important issue of concern at the University of Florida. Students who violate University rules on scholastic integrity are subject to disciplinary penalties, including the possibility of failure in the course and dismissal from the University. Since dishonesty harms the individual, other students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. On all work submitted for credit by students at the University of Florida, the following pledge is implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

Visit the Student Conduct and Conflict Resolution's website (<http://www.dso.ufl.edu/sccr/honorcodes/honorcode.php>) for more information.

## Respect

In the real world, you will have to be on time for work and not leave meetings early. Therefore, I am expecting you to do your best and to respect the class by:

- Attending all lectures, presentation, and exams.
- Being on time.
- Being prepared for class and being familiar with any announcements or e-mail notices via e-mail or course website announcement.
- Not bringing any food into the classroom during the class.
- Being focused on the lecture and being active learners: any personal conversation during class will distract the class-learning environment.
- Refraining from social networking, texting etc. during class time.

## Students with Challenges

I am committed to help students with any type of challenges, while abiding by the standard code of confidentiality and fairness. In order to address special academic needs, the instructor must be informed of the student's circumstance at the beginning of the semester before performance becomes a factor. Students affected by such challenges should provide an official statement from the Dean of Students Office (<http://www.dso.ufl.edu/drc/>) explaining his/her situation.

## Counseling Services

The Counseling and Wellness Center at the University of Florida is the primary provider of counseling, mental health, and psychiatric services for UF students. The Center's goal is to help students to be maximally effective in their academic pursuits: first, by reducing or eliminating emotional, psychological, and interpersonal problems that interfere with your academic functioning. Secondly, by helping students to thrive, grow in self-understanding, self-responsibility, and optimal life functioning. Visit the Center's website (<http://www.counseling.ufl.edu/cwc/our-mission.aspx>) for more information.

## Tentative Course Schedule

Below table represents a tentative outline of topics that will be covered over the course of the semester. Although I will make every effort to adhere to the schedule, it may become necessary to make modifications to accommodate unforeseen circumstances. I will advise the class of any events that necessitate revision to the present schedule.

Aug	26	Lecture	Introduction to course/research. Methods, process, elements Read Text Chps. 1 and 2
Sept	2	Lecture	Research design – theories and methods, research approaches Read Text Chps. 1 – 2 & 3     Quiz #1
	9	Lecture	Sampling – Qualitative Research, Focus Groups, Case Studies Read Text Chps. 4 & 5
	16	Lecture	Focus groups and survey research. Read Text Chps. 5 & 7     Quiz #2
	23	Lecture	Focus groups and survey research practices Read Text Chp. 7
	30	Lecture	Content analysis Read Text Chp. 6     Quiz #3

Oct	7	Lecture	Experimental research, longitudinal research. Consumer/Market/Database Review Read Text Chps. 8 & 9 Exam 1 Review
	14	Exam	Exam 1 in class
	21	Lecture	Applied Media/Audience Research Read Text Chps. 14, 15 & 16
Speaker	28	Lecture	Audience Research Profession and Industry Trends. Quiz #4 – Guest

Nov	4	Lecture	Audience Ratings Analysis – Terminology, procedures, and services Audience analysis – Nielsen website
	11	Holiday	Veterans Day – no class
	18	Lecture	Data Analysis – introduction to basic statistics. Read Text Chps. 10 & 12
	25	Holiday	No Class

Dec	2	Lecture	Quiz #5. Team Presentations. Exam 2 Review
	9	Exam	Exam 2 in class