

# Advertising Undergraduate Research

ADV 4910-0310 (20225)

Tuesdays 12:00-1:00pm (Health/Science Influencers)

or Thursdays 12:45-1:45pm (Stories Brands Tell)

or Tuesdays 2-3pm (MESS Lab Blue) or Thursdays 11am-12pm (MESS Lab Orange)

in Weimer 3210

and online at <https://ufl.instructure.com/courses/505647>

Spring 2024

## Instructor

Dr. Benjamin Johnson

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<https://www.jou.ufl.edu/staff/benjamin-johnson/> (352) 273-2183

Office Hours: Mondays and Tuesdays 1:00-2:00pm in Weimer 3210

## Course Description

Mentored but self-directed work enables individuals or small groups to explore an issue of interest to them and to communicate their results to others. Depending on the topic, projects may involve inquiry, design, investigation, scholarship, discovery, or application.

## Required Text

None.

## Reading Requirements

- You will be assigned relevant journal articles and popular press stories, as relevant to our research topic.
- You will find it necessary to use the UF VPN (<https://it.ufl.edu/ict/documentation/network-infrastructure/vpn/>) to access paywalled articles and other resources.
- We will use APA style (7th edition) in the course, which is documented in the APA Publication Manual (ISBN-13: 978-1433832161) or at <https://apastyle.apa.org/>.

## Prerequisites

- ADV 3500 (or equivalent)

## Project Descriptions

### *Turning to Influencers for Health and Science Information*

Where do people go when they want credible news about health and science topics? Trends suggest that influencers are increasingly source of information about many topics, including STEM and medicine. This project will examine how people balance different sources of information, and how confident they feel about the information they receive on complicated topics that affect their lives. You will be supervised by Dr. Benjamin Johnson, earn credit for ADV4910 (Advertising Undergraduate Research), and have contact with each stage of the research process. You will learn about theory and hypothesizing, survey methods, statistical analysis, and academic writing.

### *The Stories Brands Tell: Superstars and Sleepers*

Our team is preparing a new research project that looks at how brands depict themselves with stories, and how those stories relate to consumer personality and self-perception. This journey into the world of consumer psychology will focus on brand narratives about "top dogs" and "underdogs," and how those stories resonate with consumers. You will be supervised by Dr. Benjamin Johnson and earn credit for ADV4910 (Advertising Undergraduate Research). You'll have the opportunity to work alongside a PhD student, and will have contact with each stage of the research process. You will learn about theory and hypothesizing, experimental methods, statistical analysis, and academic writing.

### *Original Project*

In this option, you will plan, design, and execute your own original small-scale project in collaboration with Dr. Johnson. Projects can include experiments, surveys, or content analyses. Weekly updates during the Media Experiences and Social Selves (MESS) Lab.

## **Grading**

### **Assignments and Schedule**

The following is a flexible schedule for each component of the course. Deadlines are subject to change, depending on the development of the project. Student performance will be judged based on the effort and quality of work at each of these eight stages.

1. IRB Training (January 8-January 19)
2. Literature Review (January 15-February 2)
3. Hypotheses and Research Questions (February 5- February 9)
4. Study Design (February 12-March 1)
5. Data Collection (March 4-March 22)
6. Data Analysis (March 25-March 29)
7. Writing Results (April 1-April 12)
8. Presenting Results (April 15-April 19)
9. Reflection (April 22-May 1)

### **Grade Overview**

This course is graded as Satisfactory/Unsatisfactory, for 1, 2, or 3 credits. Each credit requires 5 hours a week of work over the course of the semester. If you take this course as an Experiential Learning credit, for the ADV Persuasive Messaging Track ([https://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/ADV\\_BSAD/ADV\\_BSAD02/](https://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/ADV_BSAD/ADV_BSAD02/)), then you should take this course for 3 credits.

More information on grades and grading policies can be found on the UF Grades and Grading Policies webpage (<https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>).

## **Course Policies**

### **Attendance and Participation**

Regular, consistent participation is necessary for success in this course. If you need to step away from an activity or assignment for a period of time, let the instructor know via email as soon as possible. If you are sick, or need to quarantine following exposure to someone who is sick, stay home. Otherwise, we will do our best to maintain an in-person lab format.

**Deadlines**

In principle, all deadlines in this course are final. Exceptions and extensions can be made, if notice is given in advance via a professionally-worded email. The instructor reserves the right to accept or reject requests for extensions. If an assignment receives a failing grade, the student may request a reevaluation via a professionally-worded email. However, be aware that this may lead to a higher, lower, or same, grade.

**Course Communication**

Course materials and updates will be posted regularly to Canvas. Course-related questions should be communicated via Canvas inbox or email to Dr. Johnson ([benjaminkjohnson@ufl.edu](mailto:benjaminkjohnson@ufl.edu)). I typically respond within a few hours. I also encourage you to make good use of open discussions on Canvas or Slack.

**Technology Requirements**

You are required to have access to a laptop or computer with reliable Internet access. You will need the UF VPN (<https://uflib.ufl.edu/using-the-libraries/off-campus-access/>) to access some library resources off-campus, which requires your GatorLink credentials (and two-factor authentication).

Students will need access to a word processing program and a database program (Excel or similar). UF provides access to virtual versions of these Office programs at UF Apps. You may be asked to access articles from scientific journals, via UF Libraries, which requires the use of the VPN when off-campus.

Additionally, students need to be able to install one piece of free software on their own computer, Jamovi stats.

**Class Demeanor**

Students are expected to behave in a manner that is respectful to the instructor and to fellow students. Opinions held by other students should be respected in group work and during discussion, and conversations should be constructive and on-topic. If you experience frustration or conflict with a fellow classmate, please notify the instructor and I can help.

**Netiquette Communication Courtesy**

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. For more information, refer to the Netiquette Guide for Online Courses (<http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>)

**UF Policies****Honor Code**

You are required to abide by the University of Florida Student Honor Code. Any violation of the academic integrity expected of you will result in a minimum academic sanction of a zero on the assignment. I take originality in writing and creative work very seriously, and expect you to fully understand what is considered plagiarism. For helpful information on original work, see:

<https://www.jou.ufl.edu/wp-content/uploads/2021/08/Plagiarism-Guideline-081321.pdf>  
<https://guides.uflib.ufl.edu/c.php?g=147797&p=967443>  
[https://gradadvance.graduateschool.ufl.edu/media/gradadvancegraduateschoolufledu/OGPD\\_Plagiarism\\_Workshop\\_20221019.pdf](https://gradadvance.graduateschool.ufl.edu/media/gradadvancegraduateschoolufledu/OGPD_Plagiarism_Workshop_20221019.pdf)  
<http://oaa.osu.edu/assets/files/documents/hownottoplagiarize.pdf>  
<https://plagiarism.iu.edu/index.html>

I am always available to proactively discuss any uncertainties or ambiguities before you submit an assignment. Any alleged violations of the Student Honor Code will automatically result in a referral to Student Conduct and Conflict Resolution. Please review the Student Honor Code and Student Conduct Code at <http://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>

### **Accommodations**

Students with disabilities requesting accommodations should first register with the UF Disability Resource Center (<https://disability.ufl.edu/about/contact-us/>) at (352) 392-8565 by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodations. Students with disabilities should follow this procedure as early as possible in the semester.

### **Course Evaluations**

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

Please note (adapted from <https://doi.org/10.1371/journal.pone.0216241>): Student evaluations of teaching play an important role in the review of faculty. Your opinions influence the review of instructors that takes place every year. Student evaluations of teaching are often influenced by students' unconscious and unintentional biases about the race and gender of the instructor. Women and instructors of color are systematically rated lower in their teaching evaluations than white men, even when there are no actual differences in the instruction or in what students have learned. As you fill out the course evaluation please keep this in mind and make an effort to resist stereotypes about professors. Focus on your opinions about the content of the course (the assignments, the textbook, the in-class material) and not unrelated matters (the instructor's appearance).

## **Resources**

### **Health and Wellness**

*U Matter, We Care* (<https://umatter.ufl.edu/>) If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or (352) 294-2273 so that a team member can reach out to the student.

*Counseling and Wellness Center* (<http://www.counseling.ufl.edu/>) If you would benefit from talking to someone or getting resources to cope with stress or any other thoughts and feelings, please call (352) 392-1575 or visit <https://counseling.ufl.edu/about/location-hours-contact/>.

*Title IX* (<https://titleix.ufl.edu/>) To report sexual assault, harassment, or discrimination, please contact the Title IX office via their website, [inform@titleix.ufl.edu](mailto:inform@titleix.ufl.edu), or (352) 275-1242.

*Student Health Care Center* (<https://shcc.ufl.edu/>) Please visit the website or call (352) 392-1161 for 24/7 information to help you find the care you need.

*GatorWell Health Promotion Services* (<https://gatorwell.ufsa.ufl.edu/>): For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450

### **Academic Resources**

*E-learning Technical Support* (<https://elearning.ufl.edu/student-help/>) For help with Canvas and other technologies for this course, contact [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu) or (352) 392-4357 (select option 2).

*Career Connections Center* (<https://career.ufl.edu/>) For career assistance and counseling, contact [UFCareerCenter@ufsa.ufl.edu](mailto:UFCareerCenter@ufsa.ufl.edu) or (352) 392-1601; Located in Reitz Union suite 1300.

*Ask-A-Librarian* (<https://uflib.ufl.edu/find/ask/>) This site provides multiple ways to receive assistance with respect to using the libraries or finding resources.

*Teaching Center* (<https://teachingcenter.ufl.edu/>) This office helps with tutoring, study groups, and general study skills. Visit the website or call (352) 392-2010.

*Writing Studio* (<http://writing.ufl.edu/writing-studio/>) This office helps with brainstorming, formatting, and writing papers. Visit the website to make an appointment, or call (352) 846-1138.

*UF Online/Internet Privacy Statement* (<https://privacy.ufl.edu/privacy-policies-and-procedures/onlineinternet-privacy-statement/>) UF's statement about privacy and data security.

### **Disclaimer**

This syllabus represents the instructor's current plans and objectives. As we go through the semester, those plans may need to change to enhance the course learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.