ADV3500 Digital Insights
Summer 2024
July 1 – August 9

Instructor:
Dr. Yang Feng
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Prerequisites:
3JM ADV, STA 2023, minimum grades of C in ADV 3008 and MAR 3023.

Course Description
This course introduces various research methods used in advertising studies, considering the latest advertising landscape influenced by the rise of social media and artificial intelligence. Topics covered include the scientific research process, measurement and operationalization of constructs, and research methods such as social listening, focus groups, experiments, surveys, and machine learning. It also addresses data analysis specific to each method, presentation of data, and research ethics.

Student Learning Outcomes (SLO): What You'll Learn along the Way
SLO #1: Demonstrate an understanding of the history and role of advertising professionals and institutions in shaping communications.
SLO #2: Understand concepts and apply advertising theories in the use and presentation of images and information.
SLO #3: Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
SLO #4: Think critically, creatively and independently.
SLO #5: Conduct advertising research and evaluate information by methods appropriate to the advertising professions.
SLO #6: Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
SLO #7: Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
SLO #8: Apply basic numerical and statistical concepts.
SLO #9: Apply tools and technologies appropriate for the advertising professions.

Textbook
   Recommended:
- Joel Davis (2012). *Advertising research: Theory & practice* (2nd ed.). Pearson. ISBN 0132128322

Grading Policy: How I'll Determine Your Grade

The overall grading system in this course is based upon the system described in the UF Undergraduate Catalog:

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

More information on UF grading policy may be found at:
http://gradcatalog.ufl.edu/content.php?catoid=10&navoid=2020#grades
https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

Course Assessment

Reflection Posts	20 points
Assignments	50 points
Online Discussion	10 points
Quizzes	20 points

Total   **100 points**

General Class Policies

Late Assignments –Unexcused late assignments or any formal assessment will be penalized *10% of the assigned marks each day*. However, a student who presents the instructor with a documented (i.e., written and verifiable, not oral) reason for an absence normally **within a week** will be given an opportunity to make up the work missed if this is feasible.

Make-up quiz –A student who missed an exam or a quiz must present the instructor with a documented (i.e., written and verifiable, not oral) reason for an absence normally **within a week** and will be given an opportunity to make up the quiz missed if this is feasible.

Incompletes – No incomplete grades will be issued except in extraordinary and well-documented circumstances.

Formal Course Assessment: How You'll Know You're Learning

1. Reflection Posts: (20 points)
You will complete **5** reflection posts on the Course Canvas Page. These reflection posts are based on assigned readings on different advertising research methods.

Each submitted post will be evaluated on a 4-point scale (1 for poor, 4 for excellent), based on the following:
- Student ability to summarize the key ideas from the assigned reading.
- Student ability to raise questions on the assigned reading.

***Note: Your weekly reflection post should contain **at least 300 words, discussing the strengths and weaknesses of the research design.**

2. Assignments (50 points)
There will be five assignments that are related to different advertising research methods.

Assignment 1: social listening results (due date: **July 8**) (10 points)
Assignment 2: focus group results (due date: **July 15**) (10 points)
Assignment 3: survey results (due date: **July 22**) (10 points)
Assignment 4: experimental design (due date: **July 29**) (10 points)

Assignment 5: AI and advertising (due date: **August 5**) (10 points)

Grading will be based on:
  1) Student ability to present sufficient research results to support claims.
  2) Student ability to organize information in an efficient and a story-telling way.
  3) Student ability to generate creative visuals.

3. Online Discussion (10 points)

In light of the diverse research methods covered in this course, your active participation in discussion in each week is crucial. You are required to post your question(s) and answer your peers' questions in the online forum each week.

Grading will be based on:

Each time, your participation in online discussions will be evaluated by the instructor on a 2-point scale, with 0 indicating no participation and 2 representing the most active participation. This evaluation will be based on three main criteria:

1. Active participation in topic discussions by sharing your unique perspective.
2. Responding to questions posed by the instructor or classmates.
3. Raising questions about course topics.

4. Quizzes (20 points)

There will be five quizzes, one for each research method. The quizzes will cover materials related to different research methods, and will be a combination of multiple choice and True/False.

Course Topic & Schedule: What You'll Be Doing

Module	Topic	Class Work and Assignments
Module 1 Social Listening	Course Overview Advertising Research Context	
	Sources of Information: Primary vs. Secondary Research	
	Secondary Research: SWOT and Library Research	
	Primary Research: Social Listening	
	Assessment due	**July 8: Reading reflection, quiz, online discussion, and assignment due**
Module 2 Focus Groups	Type of Primary Research: Qualitative vs. Quantitative Research	
	Qualitative Research: Focus Groups	
	Qualitative Research: Collect Focus Group Data via Zoom	
	Qualitative Research: Analyze Focus Group Data	
	Assessment due	**July 15: Reading reflection, quiz, online discussion, and assignment due**
Module 3 Survey	Quantitative Research: Survey Structure and Question Type	
	Quantitative Research: Survey Measurement	
	Quantitative Research: Online Survey Design	
	Quantitative Research: Survey and Consumer Persona	
	Assessment due	**July 22: Reading reflection, quiz, online discussion, and assignment due**
Module 4 Experimental Design	Quantitative Research: Experiments	
	Quantitative Research: Experiments and Data Analysis	
	Quantitative Research: Online Experimental Design	
	Assessment due	**July 29: Reading reflection, quiz, online discussion, and assignment due**
Module 5 AI and Advertising	Cutting-Edge Research: Artificial Intelligence and Machine Learning	
	Cutting-Edge Research: Sentiment Analysis and Topic Modeling	
	Generative Artificial Intelligence and Ad Creativity	
	Consumer Trust in AI-powered Advertising	
	Assessment due	**August 5: Reading reflection, quiz, online discussion, and assignment due**
Course	Research Ethics	**August 9, course is over**

Wrap-up		

University Honesty Policy
UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Software Use
All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Student Privacy
There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see:
http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html

Course Evaluation
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/.

Accommodation
Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. Click here to get started with the Disability Resource Center. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

Campus Resources:
Health and Wellness

> **U Matter, We Care:**
> If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.
>
> **Counseling and Wellness Center:** http://www.counseling.ufl.edu/cwc, and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.
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> **Sexual Assault Recovery Services (SARS)**
> Student Health Care Center, 392-1161.

University Police Department at 392-1111 (or 9-1-1 for emergencies), or http://www.police.ufl.edu/.

Academic Resources

E-learning technical suppor*t*, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. https://lss.at.ufl.edu/help.shtml.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. https://www.crc.ufl.edu/.

Library Support, http://cms.uflib.ufl.edu/ask. Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. https://teachingcenter.ufl.edu/.

Writing Studio, 302 Tigert Hall*, 846-1138. Help brainstorming, formatting, and writing papers. https://writing.ufl.edu/writing-studio/.

Student Complaints Campus*: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf.

On-Line Students Complaints*: http://www.distance.ufl.edu/student-complaint-process.