

ADV3500: Digital Insights
Fall 2024
College of Journalism and Communications
University of Florida

INSTRUCTOR	Jinping Wang, Ph.D. Assistant Professor 2080 Weimer Hall jinping.wang@ufl.edu
CLASS LOCATION & TIME	2058 Weimer Hall Mon 3:00 - 4:55 pm & Weds 3:00 - 3:50 pm
STUDENT HOURS	Mondays 1:30 – 2:30 pm and Thursdays 2:00 – 3:00 pm or by appointment
COMMUNICATION:	If you can't make it to my student hours, email and message on canvas are the preferred modes of communication. Please email me using the subject line "ADV3500" with any questions about assignments or class content. Usually I'll respond within 24 hours.

Course Description

The course will develop and improve students' knowledge and skills in doing research and how they can be applied to analyze information in a digital world. ADV 3500 can provide students with information on scientific methods, from both quantitative and qualitative perspectives, and help students understand the aim of research methods. It promotes the knowledge of selecting appropriate methods and analytic tools that can be applied to generate communication insights.

Course Objectives:

- Understand today's digitalized and diversified communication environment
- Be familiar with various research methods that are applied in communication, advertising, and marketing specifically
- Develop qualitative and quantitative research skills
- Learn to apply research skills and generate digital insights
- Learn to analyze data and demonstrate it to others
- Engage with other students and develop teamwork skills
- Develop academic writing and presentation skills for future career.

Course Pre-Requisites / Co-Requisites

MAR 3023 and ADV 3008 with minimum grades of C and ADV major.

Required Text

Coombs, D. S. (2021). *The Consumer Insights Handbook: Unlocking Audience Research Methods*. Rowman & Littlefield.

Recommended text: Boyle, M. P., & Schmierbach, M. (2019). *Applied communication research methods: Getting started as a researcher*. Routledge.

Orientation and Organization

This course will employ various teaching strategies such as lectures, class discussions, presentations, group activities, etc. E-learning site (<https://elearning.ufl.edu>) will be used for the course. Students will be responsible for keeping up with the class assignments and materials and monitoring their progress on e-learning system.

Assessment:

Grades will be based on a combination of categories as follows:

Assignment	% of Total
Attendance & In-class activities	100
Quizzes	200
Individual assignments	250
Group Research project	450
TOTAL	1000

- **Attendance & In-class activities (100 points):** You are expected to attend every class on time unless you are unwell, on business trips or have encountered exceptional personal circumstances. To accommodate those situations, missing no more than two classes during the whole semester won't affect your grade negatively. However, since the third time, students with unexcused absences (see below) will lose 2% from their final grade for each absence. The purpose of this category is to encourage students to actively participate in our class discussions. Through attendance, in-class projects, and discussion participation, students will earn group activities and participation points. In-class projects involve working in small groups while applying concepts from the text and lectures. There will be no make-ups for any absences.
- **Quizzes (200 points):** To reemphasize content covered in course lectures and in textbook readings, two quizzes will be administered during the semester. Each quiz counts for 10 percent of the course grade. They are open book and open note and will be administered in class through CANVAS. Students must take the quiz within the designated class time to avoid forfeiting the quiz opportunity. Students are allowed only one attempt per Canvas quiz. Each quiz is timed and will automatically close at the end of the allotted minutes.
- **Individual Assignments (250 points):** There will also be several individual homework given out during the course of the semester, which serve to help reinforce the principles and key concepts that are taught in class. Detailed instructions for the assignments will be published on Canvas.
 - Ethnography note = 100 points
 - Experimental stimuli = 50 points
 - Analytics activity = 100 points
- **Group Project (450 points):** Teamwork, interaction and collaboration are important in real business world. For this course, 3-4 students will form a group and conduct an Advertising Strategy Planning project throughout the semester. The instructor will assign the groups. This project will consist of five deliverables due at different points during the semester:
 - secondary data analysis (80 points)
 - research proposal (80 points)
 - focus group study (80 points)
 - survey study (80 points)
 - final presentation (80 points)
 - self & peer review (50 points)

All deliverables are to be submitted via Canvas. Additional details about these projects will be given as the semester progresses. Each team member will have an opportunity to rate the performance of their teammates and themselves. A grading rubric will be provided to clarify the instructor's expectations for the final deliverable and specific milestones throughout the development of the group project.

All assignments are due at the beginning of class on the due date. A deduction of 10% off the assigned grade is applied to any late submission turned in within the first 24 hours. Assignments submitted within the second 24 hours will result in a deduction of 20% off the assigned grade. After that (a total of 48 hours), the grade is a 0%.

Under circumstances where the student misses a quiz, activity, or exam due to unanticipated reasons, students will have 2 business days (i.e., 48 weekday hours) to inform the instructor and to negotiate a make-up opportunity. In either case, valid, verifiable documentation supporting the absence is required (doctor's note, accident report, etc.)

Grading Scale

Grade	Scale	
A	930-1000	Outstanding performance on all learning outcomes
A-	900-929	Generally outstanding performance on almost all learning outcomes
B+	870-899	High performance on all learning outcomes
B	840-869	Generally high performance on almost all learning outcomes
B-	800-839	Satisfactory performance on all learning outcomes
C+	770-799	Satisfactory performance on the majority of learning outcomes.
C	730-769	Somewhat satisfactory performance on the majority of learning outcomes.
C-	700-729	Somewhat satisfactory performance on a number of learning outcomes.
D+	670-699	Barely satisfactory performance on a number of learning outcomes
D	600-669	Barely satisfactory performance on all learning outcomes
F	599 and below	Unsatisfactory performance on learning outcomes.

Note. There will be no rounding up of grades.

Course Policies and Responsibilities

Students are expected to behave professionally and respectfully towards their classmates and the instructor.

- Arrive on time and stay until the end of class.
- Cell phones, and other electronic devices must be turned off or silent during class. They are only permitted for note taking and relevant class activities.
- Syllabus is subject to change as instructor deems appropriate and necessary.
- It is my intent that students from all diverse backgrounds and perspectives be well-served by this course. The success of an inclusive classroom relies on the participation, support, and understanding of you and your peers.
 - If you have a name and/or set of pronouns you prefer, please let me know!

- I encourage you to speak up and share your views, but also understand that you are doing so in a learning environment in which we all are expected to engage respectfully and with regard to the dignity of all others.
- Your suggestions are always encouraged and appreciated. Please feel free to contact me if you have any questions, concerns, or comments on ways to improve the effectiveness of the course.

Student Evaluations - GatorEvals

As an instructor, I appreciate hearing your feedback on this course. Feedback is encouraged and can be provided online through evaluations at <https://evaluations.ufl.edu>.

University Policies

Academic Honesty and Plagiarism:

Plagiarism Definition - A student shall not represent as the student's own work all or any portion of the work of another.

Plagiarism includes but is not limited to:

- Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.
- Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authorized by the student.
- Unauthorized use of materials or resources.
- Prohibited collaboration or consultation.
- Submission of paper or academic work purchased or obtained for an outside source.

Students should be familiar with and understand UF's Plagiarism Policy as found in the UF Student Honor Code Student Conduct Code.

University Policy on Accommodating Students With Disabilities:

Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

University of Florida Campus Resources:

Health and Wellness Resources:

- *U Matter, We Care* serves as the umbrella program for the caring culture at the University of Florida. If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.
- *Counseling and Wellness Center*: Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.
- *Student Health Care Center*: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the Student Health Care Center website.
- *University Police Department*: Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies).
- *UF Health Shands Emergency Room / Trauma Center*: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center website.

- *GatorWell Health Promotion Services*: For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450.
- *Students with Disabilities*: Students with disabilities can receive accommodations. The first step is to contact the Disability Resource Center (352-329-8565; www.dso.ufl.edu/drc/). Once you receive your accommodation letter, provide a copy to the professor as early as possible in the semester.

Academic Resources:

- *E-learning technical support*: Contact the UF Computing Help Desk at 352-392-4357 or helpdesk@ufl.edu.
- *Career Connections Center*: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.
- *Library Support*: Various ways to receive assistance with respect to using the libraries or finding resources.
- *Teaching Center*: Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring.
- *Writing Studio*: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.
- *Student Complaints On-Campus*: Visit the Student Honor Code and Student Conduct Code webpage for more information.
- *On-Line Students Complaints*: View the Distance Learning Student Complaint Process.

Tentative Course Schedule (subject to change):

Date	Topic	Assignments/Readings
Mo, Aug 26	Introductions	
We, Aug 28	Introduction to research	Read syllabus, Chapter 1
Mo, Sep 2	Labor Day - No class	
We, Sep 4	Existing research	Read Chapter 3 In class: Using MRI-Simmons
Mo, Sep 9	Research for clients	Read Chapter 2
We, Sep 11	Research ethics	Assignment due: Secondary data
Mo, Sep 16	Qualitative research design and considerations	Read Chapter 5 In class: Work on research proposal
We, Sep 18	Guest lecture	TBD Assignment due: Research proposal
Mo, Sep 23	Qualitative data collection	Read Chapter 6: Qualitative data collection In class: Plan ethnography
We, Sep 25	Focus group planning	
Mo, Sep 30	Conduct focus groups	Out of class activity
We, Oct 2	Test 1	
Mo, Oct 7	Quantitative research: concepts and measurement	Read Chapter 7
We, Oct 9	Sampling	Read Chapter 8 In class: Sampling exercises
Mo, Oct 14	Surveys	Read Chapter 10 In class: Qualtrics
We, Oct 16	Design online survey	In-class activity
Mo, Oct 21	Experiments	Assignment due: Online survey Read Chapter 9 In class: Plan experimental design
We, Oct 23	Design experimental stimuli	In-class activity
Mo, Oct 28	Descriptive statistics	Assignment due: Experimental stimuli Read Chapter 14
We, Oct 30	Inferential statistics	Read Chapter 15 In class: Excel and Jamovi exercises
Mo, Nov 4	Data analysis	In-class activity
We, Nov 6	Analytics	Assignment due: Data analysis In class: Web analytics certification
Mo, Nov 11	Veterans Day - No class	
We, Nov 13	Reporting results	
Mo, Nov 18	Assessing research	Assignment due: Analytics qualification
We, Nov 20	Test 2	
Mo, Nov 25	Fall Break - No class	
We, Nov 27	Fall Break - No class	
Mo, Dec 2	Presentation workshop	
We, Dec 4	Final presentations	