

Digital Insights

ADV 3500-6H6C

Mondays 12:50-2:45pm Weimer 2085

Wednesday 1:55-2:45pm Weimer 2085

and online at <https://ufl.instructure.com/courses/521388>

Fall 2024

Instructor

Dr. Benjamin Johnson

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Office: Weimer 3210

Office Hours: Tuesdays and Thursdays 1:00pm-2:00pm

Course Description

Acquiring, evaluating, and analyzing information for advertising decisions. Emphasizes understanding the scientific method, developing explicit and measurable research objectives, selecting appropriate methodologies, and analyzing data.

Required Text

Coombs, D. S. (2022). *The consumer insights handbook: Unlocking audience research methods*. Rowman & Littlefield. ISBN-13: 978-1-5381-4552-4

Reading Requirements

The best predictor of success in this course is how much time you spend reading assigned materials. The course is designed so that (a) lectures elaborate on the readings, (b) assignments make use of concepts and processes articulated in the readings, and (c) quizzes and tests ask about concepts from readings, lectures, activities, and assignments.

In addition to the textbook, additional readings will be made available on Canvas throughout the course. You can also access valuable resources for this course at our library course guide:

<http://businesslibrary.uflib.ufl.edu/adv3350>

Readings are due at the start of class on the date listed.

Prerequisites

- 3JM ADV
- STA 2023
- minimum grades of C in ADV 3008 and MAR 3023

Course Learning Objectives

- Explain the varied ways in which different types of evidence are collected, analyzed, and applied in advertising and related media contexts
- Assess the reliability and validity of data-driven insights and be able to plan and design research to maximize the usefulness and quality of findings

- Understand the ways in which representation and diversity are critical aspects of research design, including, but not limited to, sampling and generalization
- Appreciate how digitization has altered our ability to capture and analyze insights about audiences and consumers
- Gain familiarity with current approaches to segmenting audiences and consumers and to targeting groups and individuals
- Identify the ways in which the conduct and application of research should respect and engage with human variation in age, ability, gender, sexuality, ancestry, culture, and other forms of diversity
- Communicate findings and implications from a variety of research and analytic techniques
- Translate relevant evidence into recommendations for specific persuasive strategies and techniques

Grading

Assignments

The course is structured around a series of projects in which you will plan or conduct research to address specific advertising problems. The instructor will work with you to provide and identify problems for each project. Each project reflects a specific method, and builds toward a final presentation that accumulates and reflects on your work this semester. Assignments are due, via Canvas, at the start of class on the date listed.

Grade Overview

There are 1,000 points available in this course. Points are accumulated by earning grades for the following assignments, tests, and activities.

- Secondary data = 100 points
- Research proposal = 100 points
- Ethnography = 100 points
- Focus group = 100 points
- Online survey = 100 points
- Experimental stimuli = 100 points
- Participating in research = 20 points
- Data analysis = 50 points
- Analytics activity = 100 points
- Presentation = 100 points
- Test 1 = 50 points
- Test 2 = 50 points
- Participation = 20 points
- Pop quizzes (~3) = 10 points

Grading Policy

A is 934 or more points

A- is 900 to 933 points

B+ is 867 to 899 points

B is 834 to 866 points

B- is 800 to 833 points

C+ is 767 to 799 points
C is 734 to 766 points
C- is 700 to 733 points
D+ is 667 to 699 points
D is 634 to 666 points
D- is 600 to 633 points
E is 599 or fewer points

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/>).

Schedule

Week 1

M, Aug 26

Read syllabus

Read Chapter 1: Introduction and overview

Introduction to research (lectures in italics)

W, Aug 28

Read Chapter 3: Secondary data and analysis

Secondary research

In class: Using MRI-Simmons

Week 2

M, Sep 2

No class: Labor Day

W, Sep 4

Read Chapter 2: Working with clients

Research for clients

Assignment due: Secondary data

Week 3

M, Sep 9

Read Chapter 4: Applied research ethics

Research ethics

In class: Work on research proposal

W, Sep 11

Read Chapter 5: Qualitative research design and considerations

Qualitative research

Assignment due: Research proposal

Week 4

M, Sep 16

Read Chapter 6: Qualitative data collection

Qualitative data collection

In class: Plan ethnography

W, Sep 18

Read Chapter 8: Qualitative data analysis and reporting

Qualitative analysis

Week 5

M, Sep 23

Test 1

W, Sep 25

In or out of class: Conduct ethnography

Week 6

M, Sep 30

Read Chapter 7: Using creative exercises for deeper insights

Focus groups

In class: Plan focus group

Assignment due: Ethnography

W, Oct 2

In or out of class: Conduct focus groups

Week 7

M, Oct 7

In class: Analyze focus groups

Concepts and measurement

W, Oct 9

Read Chapter 9: Quantitative research design and considerations

Surveys

Assignment due: Focus group

Week 8

M, Oct 14

Read Chapter 10: Quantitative data collection

Sampling

W, Oct 16

How to design a survey

In class: Build a survey in Qualtrics

Week 9

M, Oct 21

Experiments

Assignment due: Online survey

W, Oct 23

In class: Design experimental stimuli

Week 10

M, Oct 28

Read Chapter 11: Quantitative data analysis and reporting

Descriptive statistics

Assignment due: Experimental stimuli

W, Oct 30

Inferential statistics

In class: Working with Excel and Jamovi

Week 11

M, Nov 4

In-class assignment: Data analysis

Analytics

W, Nov 6

Read Chapter 12: Writing your report

Writing about research

Week 12

M, Nov 11

No class: Veteran's Day

W, Nov 13

Read Chapter 13: Developing (and designing) your deliverable

In class: Work day to develop final presentations

Week 13

M, Nov 18

Read Chapter 14: The client presentation

Presenting research to clients

W, Nov 20

In-class assignment: Analytics activity

Week 14

M, Nov 25

No class: Thanksgiving Week

W, Nov 27

No class: Thanksgiving Week

Week 15

M, Dec 2

In class: Give final presentations

W, Dec 4

In class: Test 2

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 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 email to Dr. Johnson (benjaminkjohnson@ufl.edu). I have a policy of responding within 24 hours (usually much sooner). I also encourage you to make good use of office hours and in-class discussion.

Technology Requirements

The students are required to have access to a laptop or computer with reliable Internet access. They will need the UF VPN (<http://www.uflib.ufl.edu/login/vpn.html>) to access some library resources off-campus, as well as their Gatorlink credentials.

Students will need access to a word processing program (Word or similar), a database program (Excel or similar), and a presentation program (PowerPoint or similar). UF provides access to virtual versions of these Office programs at UF Apps.

You will be asked to access a number of online resources such as MRI-Simmons, LinkedIn Learning, and scientific journals, via UF Libraries or its dedicated page for Advertising Research (<https://businesslibrary.uflib.ufl.edu/adv3350>).

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

In the event of any technology failures (any of the above tools, or Canvas itself), please contact the instructor via email. In most cases, the problem may involve human error or system

maintenance and can be resolved quickly with troubleshoot or patience. Please be proactive in contacting the instructor via email with any technological issues. In the event of persistent technological failure, the instructor reserves the right to specify alternate plans for access and delivery of the activity or assignment.

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 class, 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.

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

<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 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, 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 or (352) 392-4357 (select option 2).

Career Connections Center (<https://career.ufl.edu/>) For career assistance and counseling, contact 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 class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.