ADV3500 Digital Insights
Spring 2025
Meeting Time: Tuesdays 11:45 am – 1:40 pm and Thursdays 12:50 – 1:40 pm
Meeting Location: https://ufl.zoom.us/j/92215223335

Instructor:
Dr. Yang Feng
E-mail: y.feng@ufl.edu
Office Hours: Tuesdays/Thursdays 10:40 – 11:40 am (Zoom: https://ufl.zoom.us/my/fengyang29)

Prerequisites:
3JM ADV, STA 2023, minimum grades of C in ADV 3008, MAR 3023, and MMC 2100

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* (2th 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 (Team-based)	40 points
Class Discussion	10 points
Final Project (Team-based)	30 points

Total   **100 points**

General Class Policies

Late Assignments –Unexcused late class assignments or projects 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 assignment –A student who missed an assignment 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 exam 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 throughout the semester. These reflection posts are based on assigned readings on different advertising research methods.

Your posts will be evaluated on a 10-point scale (0 for poor, 10 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 (40 points)

There will be four team-based assignments throughout the semester. Therefore, it is important for students to come to class on a regular basis.

Assignment 1: group presentation on social listening results (due date: **January 30**) (10 points)
Assignment 2: group presentation on focus group results (due date: **February 20**) (10 points)
Assignment 3: group presentation on survey results (due date: **March 13**) (10 points)
Assignment 4: group presentation on experimental design (due date: **April 3**) (10 points)

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

3. Class Discussion (20 points)

In light of the diverse research methods covered in this course, your active participation in discussions is crucial. You are encouraged to complete all in-class exercises during class hours and to come prepared to contribute meaningfully to class discussions.

Grading will be based on:

Your participation in class discussions will be evaluated by the instructor during lecture weeks on a 10-point scale, with 0 indicating no participation and 10 representing the most active participation. This evaluation will be based on three main criteria:

1. Active participation in reading/exercise discussions as well as discussions on course topics.
2. Responding to questions posed by the instructor or classmates.
3. Raising questions about the readings and course topics during class.

4. Final Project (20 points)

Overview
This project involves a short study on the role of generative AI in advertising. Students will explore the use of generative AI for creating or enhancing advertising content and its potential impact.

Objectives
Understand basic applications of AI in advertising.
Analyze how AI might influence advertising effectiveness.

Project Requirements
Research Question: Formulate a simple question about AI's role in advertising. Example: "How can generative AI improve ad personalization?"

Brief Literature Review: Conduct a review of online articles or academic papers on generative AI in advertising.
Case Study Analysis: Select a single case study of generative AI use in an advertising campaign. Summarize the campaign and discuss generative AI's role.

Consumer Insights: Conduct a short survey or informal interviews (3-5 people) to gauge consumer opinions on generative AI in ads. Alternatively, analyze online reviews or comments on an AI-generated ad campaign.

Presentation: Create group presentation to summarize your findings.

Grading will be based on:
1) student ability to present a main thesis in a clear manner.
2) student ability to present sufficient research results to support claims.
3) student ability to organize information in an efficient and a story-telling way.
4) student ability to generate creative visuals.
5) student ability to deliver effective oral presentation.

5. Peer Evaluation

You will be evaluated **<u>five times</u>** during the semester by your team members. This is not a popularity rating but rather an objective evaluation of the commitment and quality of your efforts and contributions as seen by your team members. An average for all evaluations over the course of the semester will be computed for each team member. The evaluation form will be provided at the appropriate time. All evaluations are strictly confidential.

Your average team evaluation at the end of the semester will be used to adjust the amount of team points which **you** will receive as follows:

Your average evaluation for semester	Your percent of team points received
90% or above	Full points (100%)
85% to 89%	90%
80% to 84%	70%
70% to 79%	50%
69% or below	10%

For example, imagine your team performs at an extraordinary level, receiving the maximum number of team points for the semester (60 points). Also assume that your team felt that you did not make a major contribution, and as a result, your average team evaluation is 81%. You personally would receive 42 points (60 * 70%) for all the team-based assessments. On the other hand, a team member who receives an average evaluation of 92% would receive all 60 points for all the team-based assessments. You can see how group evaluation can result in two members of the same team receiving two very different grades.

Participation in the evaluation process is not optional. **If you fail to turn in an evaluation for any person on your team at the time that evaluation is due you will receive zero points for that evaluation period.**

Course Topic & Schedule: What You'll Be Doing

The lecture topics and relevant readings for each class are listed in the table below. Students are expected to have completed the assigned readings for the day BEFORE coming to class. **Topics and schedule are subject to change**.

Date	Topic	Readings	Class Work and Assignments
Week 1 January 14	Course Overview		
January 16	Advertising Research Context & Ethics	Chapter 1 & Chapter 2	
Week 2 January 21	Sources of Information: Primary & Secondary Research	Chapter 3	
January 23	Secondary Research: SWOT & Library Research		**Secondary Research Reflection Due**
Week 3 January 28	Social Listening		
January 30	**Presentations on Social Listening**		**Assignment 1 & Peer Evaluation Form Due**
Week 4 February 4	Type of Primary Research: Qualitative vs. Quantitative Research	Chapter 4	
February 6	Qualitative Research: Focus Groups	Chapter 5 & Chapter 6	
Week 5 February 11	Qualitative Research: Collect Focus Group Data via Zoom		Online Practice via Zoom
February 13	Qualitative Research: Analyze Focus Group Data	Chapter 7	**Focus Group Reflection Due**
Week 6 February 18	Qualitative Research: Analyze Focus Group Data		
February 20	**Presentations on Focus Group Research**		**Assignment 2 & Peer Evaluation Form Due**
Week 7 February 25	Quantitative Research: Survey Structure and Questions	Chapter 10 & Chapter 13	
February 27	Quantitative Research: Survey Measurement	Chapter 11	**Survey Reflection Due**
Week 8 March 4	Quantitative Research: Online Survey Design		**Watch Video Tutorial**
March 6	Quantitative Research: Online Survey Data Collection		Instructor Attends AAA Annual Conference
Week 9 March 11	Quantitative Research: Survey and Consumer Persona		
March 13	**Presentations on Survey Research**		**Assignment 3 & Peer Evaluation Form Due**

Week 10 March 18/20	Happy Spring Break!		
Week 11 March 25	Quantitative Research: Experiments	Chapter 14	
March 27	Quantitative Research: Experiments and Data Analysis		**Experiment Reflection Due**
Week 12 April 1	Quantitative Research: Online Experimental Design		
April 3	**Presentations on Experimental Research**		**Assignment 4 & Peer Evaluation Form Due**
Week 13 April 8	Cutting-Edge Research: Artificial Intelligence and Machine Learning		
April 10	Cutting-Edge Research: Sentiment Analysis and Topic Modeling		**AI and Advertising Research Reflection Due**
Week 14 April 15	Generative Artificial Intelligence and Ad Creativity		
April 17	Work on Final Project		
Week 15 April 22	**Final Presentations**		**Peer Evaluation Form Due**

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.
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> **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.
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> **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.