

ADV392: Advertising Research Methods

Fall 2018 – Monday 9am to Noon

Instructor

Matthew S. Eastin, PhD

Professor

Office: BMC #4.324

Office Hours: Monday from Noon to 2:00pm.

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Required Resources

Davis, J. J.(2012). *Advertising Research: Theory and Practice*, 2nd Ed. Saddle River, NJ: Prentice Hall.

Buy at the Coop or online, bound copy, eBook or value edition – wherever you can get it and in whatever form you desire, just be sure to **get the 2nd edition**.

Technological Requirements

All students will be required to use excel and SPSS throughout the semester.

Course Goals

From a media and advertising perspective, this course will cover both quantitative and qualitative methodologies. Quantitatively, this class will cover survey, experimental, and content analysis methods. Within these quantitative perspectives, this course will also focus on survey design and question development. Qualitatively, in-depth interview, focus group, and observational techniques will also be discussed. Finally, all students should be comfortable “working” with data by the end of the semester.

Grading breakdown is as follows:

Self and Digital Interview	=	15%
Hypotheses Paper	=	10%
Individual Data Write-ups Assignment (x2)	=	30%
Final- Analysis Presentation	=	15%
<u>Final Analysis Write-up</u>	=	<u>30%</u>
Total		100%

Grade Breakdown

93-100 = A	87-89 = B+	77-79 = C+	65-69 = D+	59 and below = F
90-92 = A -	83-86 = B	73-76 = C	60-64 = D	
	80-82 = B -	70-72 = C -		

Individual Assignments

Assignments will require you to manipulate and present data.

Canvas

In this class I use Canvas—a Web-based course management system with password-protected access at <http://courses.utexas.edu> —to distribute course materials, to communicate and collaborate online, to post grades, to submit assignments, and to give you online quizzes and surveys. You can find supports in using Canvas at the ITS Help Desk at 475-9400, Monday through Friday, 8 a.m. to 6 p.m., so plan accordingly.

University of Texas Honor Code

The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the university is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community.

Each student in this course is expected to abide by the University of Texas Honor Code. **[See the UT Honor Code above.]** Any work submitted by a student in this course for academic credit will be the student's own work.

You are encouraged to study together and to discuss information and concepts covered in lecture and the sections with other students. You can give "consulting" help to or receive "consulting" help from such students. However, this permissible cooperation should never involve one student having possession of a copy of all or part of work done by someone else, in the form of an e mail, an e mail attachment file, a diskette, or a hard copy.

Should copying occur, both the student who copied work from another student and the student who gave material to be copied will both automatically receive a zero for the assignment. Penalty for violation of this Code can also be extended to include failure of the course and University disciplinary action.

During examinations, you must do your own work. Talking or discussion is not permitted during the examinations, nor may you compare papers, copy from others, or collaborate in any way. Any collaborative behavior during the examinations will result in failure of the exam, and may lead to failure of the course and University disciplinary action.

Use of E-mail for Official Correspondence to Students

All students should become familiar with the University's official e-mail student notification policy. It is the student's responsibility to keep the University informed as to changes in his or her e-mail address. Students are expected to check e-mail on a frequent and regular basis in order to stay current with University-related communications, recognizing that certain communications may be time-critical. It is recommended that e-mail be checked daily, but at a minimum, twice per week. The complete text of this policy and instructions for updating your e-mail address are available at <http://www.utexas.edu/its/policies/emailnotify.html>.

Documented Disability Statement

Any student with a documented disability who requires academic accommodations should contact Services for Students with Disabilities (SSD) at (512) 471-6259 (voice) or 1-866-329-3986 (video phone). Faculty is not required to provide accommodations without an official accommodation letter from SSD.

- Please notify me as quickly as possible if the material being presented in class is not accessible (e.g., instructional videos need captioning, course packets are not readable for proper alternative text conversion, etc.).
- Please notify me as early in the semester as possible if disability-related accommodations for field trips are required. Advanced notice will permit the arrangement of accommodations on the given day (e.g., transportation, site accessibility, etc.).
- Contact Services for Students with Disabilities at 471-6259 (voice) or 1-866-329-3986 (video phone) or reference SSD's website for more disability-related information:
http://www.utexas.edu/diversity/ddce/ssd/for_cstudents.php

Behavior Concerns Advice Line (BCAL)

If you are worried about someone who is acting differently, you may use the Behavior Concerns Advice Line to discuss by phone your concerns about another individual's behavior. This service is provided through a partnership among the Office of the Dean of Students, the Counseling and Mental Health Center (CMHC), the Employee Assistance Program (EAP), and The University of Texas Police Department (UTPD). Call 512-232-5050 or visit <http://www.utexas.edu/safety/bcal>.

Religious Holiday

By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, I will give you an opportunity to complete the missed work within a reasonable time after the absence.

Emergency Evacuation

Occupants of buildings on the UT Austin campus are required to evacuate and assemble outside when a

fire alarm is activated or an announcement is made. Please be aware of the following policies regarding evacuation:

- Familiarize yourself with all exit doors of the classroom and the building. Remember that the nearest exit door may not be the one you used when you entered the building.
- If you require assistance to evacuate, inform me in writing during the first week of class.
- In the event of an evacuation, follow my instructions or those of class instructors.

Do not re-enter a building unless you're given instructions by the Austin Fire Department, the UT Austin Police Department, or the Fire Prevention Services office

Tentative Nature of Syllabus

I reserve the right to change and/or add readings throughout the semester. As you should notice, some readings are still to be announced. These will be provided at least one week in advance.

Date	Topic	Reading	Due
9/10/2018	Introduction/ Qualitative	Chapters 1, 5, 6, 7	
9/17/2017	Self-Interview Presentation	Chapter 3 Faculty Research: Gary Wilcox (10:00am) Mike Mackert (10:30am) Isabella Cunningham (11am)	Assignment #1 (Presentations)
9/24/2017	Quantitative Introduction/ Survey Research/	Chapters 2, 8,	Assignment #1 (Presentations cont)
10/1/2017	Concept Explication	Faculty Research: Natalie Brown-Develin (9am) Meme Drumwright (9:30am) Angeline Close (10am)	
10/8/2017	Biometrics/ SPSS Introduction	Chapter 9	
10/15/2017	Sampling/ Qualtrics Introduction	Chapters 4, 10, 12 Faculty Research: Deena Kemp (10am) LeeAnn Kahlor (10:30) Lucy Atkinson (11am)	
10/22/2017	Descriptive Data/ Individual Meetings	Chapters 11, 13, 15	
10/29/2017	Assignment #2 Presentations	Faculty Research: Erica Ciszek (10am) Kate Pounders (10:30am) Jeeyun Oh (11am)	Assignment #2 (Secondary Data Hypotheses Due 10/29/2018)
11/5/2017	Presentations cont. χ^2 /t-test		
11/12/2017	ANOVA/ Factorial Design	Chapters 14 and 16	Assignment #3 (Data Write-Up – Due 11/16/2018)
11/19/2017	Thanksgiving		

11/26/2017	Correlation/ Regression		
12/3/2017	SEM, TBA	TBA	Assignment #4 (Data Write-up Due 12/3/2018)
12/10/2017			Final Papers and Presentations Due