

Telecommunication Research - RTV 4506

Fall Semester 2014

Meetings

Wednesdays from 12:50pm – 3:50pm: Weimer Hall, Room G030

Instructor

Ronen Shay

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Phone: 352-392-8271

Office Location: Weimer Hall, G029

Office Hours: Tuesdays & Wednesdays 10am– 12pm, or by appointment

Website

Check our Sakai site regularly for course materials and announcements.

<https://lss.at.ufl.edu>

Course Description:

This course will introduce you to a cross-section of qualitative, quantitative, and industry related research practices that are commonly employed by scholars and practitioners in the field of telecommunication. The semester is structured to spend the first half on fundamental concepts, such as research design, measurement, data collection, and analysis. The emphasis here is to learn how to apply these concepts in a variety of different research settings, including: experiments, surveys, focus groups, case studies, content analyses, among other primary research methods. While fundamental concepts are crucial to making educated research decisions in both academic and industry related research, academic relevance will receive special focus during the first half of the semester. The second half of the semester looks to address industry relevant applications of the concepts learned during the first half of the semester, and will introduce the student to leading industry audience intelligence/data services. Special focus will be given to audience analysis research such as ratings analysis, psychographics, lifestyle data, and other marketing tools regularly employed by the electronic media industry. While this class is not a statistics course, basic descriptive statistics will be reviewed.

Required Texts

Wimmer & Dominick. *Mass Media Research: An Introduction, 10th Edition*.
Cengage Learning, 2013. ISBN: 1133307337

Course Goals:

- The student will be familiarized with the basic concepts and processes of conducting original research in telecommunication.
- The student will be able to match the appropriate research method to the desired research outcome.
- The student will learn how to critique an academic research article with the purpose of understanding the different decisions a researcher is faced with.
- The student will be provided with experience in analyzing secondary audience data.
- The student will be provided with experience in employing target marketing tools.
- The student will understand basic descriptive statistics, and their role in data analysis.
- The student will be given the opportunity to develop a proposal for an original research project that looks to make a contribution to telecommunication scholarship.

Grading Scheme:

Academic Project Proposal (individual)	20%
Article Critique + Presentation (individual)	10%
Audience Analysis + Presentation (team of 2)	10%
Exam 1	25%
Exam 2	25%
Participation	10%

Academic Honesty: 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.

Attendance: Students should understand that class attendance will be taken into consideration in calculating your final grade. The content addressed in this class encompass a lot of interactive concepts, and so much of what can be learned is a direct result of attending lecture, participating in group and sole authored assignments, and your involvement in any class discussion that should arise. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Counseling and Wellness Center: Contact information for the Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Course Deliverables: There will be various assignments and two exams. Specifics regarding deadlines and details of the assignments will be given at least seven days prior to their due dates. Exams and assignments will be based on the materials from lectures, discussions, and assigned readings.

Course Evaluations: Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>

Exams:

There will be two examinations administered in-class over the course of the semester. The content on the exams will be drawn from lecture and classroom activities, as well as reading assignments. Exams must be taken on the assigned date. Failure to show up for an exam will result in a zero. If an emergency arises and you realize you will not be able to take the exam on the date given, you must get the instructor's permission to do so, and this must be discussed ahead of time with appropriate documentation provided. Should a student miss an exam due to illness or a family emergency without making proper arrangements ahead of time a makeup exam will only be granted if the student provides official documentation. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

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Grading:

A 93-100%	C 73-76.99
A- 90-92.99	C- 70-72.99
B+ 87-89.99	D+ 67-69.99
B 83-86.99	D 63-66.99
B- 80-82.99	D- 60-62.99
C+ 77-79.99	E Below 60

Grading in this course is consistent with university of Florida grading policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Late Assignments: Assignments are due at the beginning of class on the date specified on the syllabus. Late assignments will be accepted within 24 hours of the end of class period in which the assignment is due, with a 10% penalty for the individual student on a solo assignment, or for all group members on a group assignment. Assignments turned in after this 24-hour period will

not be accepted. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Lecture: I will not repeat material missed by absent students. It is the responsibility of the students who fail to attend class to get notes from their classmates. Such second-hand exposure seldom provides a fully satisfactory substitute for class attendance. Missing class will not serve as an excuse for failing to submit assigned work on time.

Participation: We will have both lectures and discussions in this class. You are required to participate in the discussions of assigned readings. You are strongly encouraged to ask questions and respond to the lectures. Participation will be assessed based on attendance, contribution to group assignments, and most importantly your involvement in class discussions that should arise during lectures.

Special Needs: Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Syllabus Changes: The instructor reserves the right to alter the syllabus or course schedule as the need arises.

Tips for Getting Good Grades:

- Ask questions
- Cite your work
- Come to every class
- Complete the readings before class
- Participate
- Use all the resources at your disposal to thoroughly answer your research questions

RTV4506 Course Schedule

WEEK	Topic	Assigned Reading	Tentative Important Dates
Week 1 8/27	Research Overview - Introduction to research - Methods, process, and elements	- Wimmer & Dominick: Chapter 1-2	Become familiar with the UF library website
Week 2 9/3	Research Design - From theories to methods - Major research approaches	- Wimmer & Dominick: Chapter 1-2, 3	Become familiar with the UF library website

	- Research ethics - Conducting library database research		
Week 3 9/10	Sampling Qualitative Research - Focus groups - Case studies	- Wimmer & Dominick Chapter 4 & 5	
Week 4 9/17	Focus Groups Survey Research	- Wimmer & Dominick Chapter 5 & 7	
Week 5 9/24	Article Critique Presentations		Article Critique + Presentation Due
Week 6 10/1	Content Analysis	- Wimmer & Dominick Chapter 6	
Week 7 10/8	Experimental Research Longitudinal Research Consumer/Market Database Review	- Wimmer & Dominick Chapter 8 & 9	
Week 8 10/15	Exam I in class		
Week 9 10/22	Applied Media/Audience Research - Topics, industry, and services Audience Research Project Review	- Wimmer & Dominick Chapter 14, 15, & 16	Become familiar with my.arbitron.com data analysis
Week 10 10/29	Audience Ratings Analysis - Terminology, procedure, and services - Audience analysis: my.arbitron.com	- Arbitron website and eLearning site materials	Practice with my.arbitron.com data analysis
Week 11 11/5	Audience Ratings Analysis Practices	- Arbitron website and eLearning site materials	
Week 12 11/12	Audience Analysis Presentations		Audience Analysis + Presentation Due
Week 13 11/19	Audience Research Profession and Industry Trends (Guest speaker)	- Arbitron website and eLearning site materials	
Week 14 12/3	Data Analysis - Introduction to basic statistics	- Wimmer & Dominick Chapter 10 & 12	
Week 15 12/10	Exam II in class		Academic Project Proposal Due