AEC 6932
Using Perception Analyzers in Agricultural Communication Research
Summer C, 2022
Class Periods: Wednesdays, 12:30 - 3:15 pm
Location: PIE Social Science Research Lab

Instructor:
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Course Description

The purpose of this course is to learn how to use perception analyzer dials in social science research in applied and scholarly research settings. Additionally, students will learn the important role technology can play in understanding human perceptions and experiences with dynamic visual content.

Course Pre-Requisites / Co-Requisites
Graduate status and familiarity with computer technology

Course Objectives	**Measurement/Assessment**
By the end of the course students will be able to:	
• Understand the underlying principles of using perception analyzer dials in social science research	• Class participation and discussion of readings
	• Development of moderator's guide
• Synthesize prior research using similar technologies in the social sciences	• Review of literature in project proposal assignment
• Design a study using perception analyzer dials	• Study design and instrument assignments
• Collect and report data using perception analyzer dials	• Participation in data collection labs
	• Final paper with introduction, review of literature, study design, and analysis of results

Materials and Supply Fees
None

Required Textbooks and Software
- Links to journal articles are provided in the course schedule table
- Access to software will be provided in the PIE Social Science Research Lab

Attendance Policy, Class Expectations, and Make-Up Policy
Attendance is required and will be monitored by daily check-ins in the lab. If students must miss class for an excused reason, they will work with the instructor to make up all labs and group work. This class relies heavily on participation and attendance for grades and completion of the course project. Changes to due dates will be a whole class decision and will be given in advance.

Excused absences must be consistent with university policies in the Graduate Catalog and require appropriate documentation. Additional information can be found in Attendance Policies.

Evaluation of Grades

Assignment	Total Points	% of Final Grade	Due
Class participation and discussion of readings	100	10%	Every day
Study design (initial draft of methods of final paper)	50	5%	May 18
Instrument design	50	5%	May 18
Moderator's guide for data collection	50	5%	May 18
Review of literature (Initial draft for final paper)	100	10%	May 25
Participation in a minimum of two data collection labs	500	50%	June 12-14 June 29 July 6
Final paper with introduction, review of literature, study design, and analysis of results	150	15%	August 3
Total Points in the Class	**1,000**	**100%**	

Grading Policy

Percent	Grade	Grade Points
90.0 - 100.0	A	4.00
87.0 - 89.9	A-	3.67
84.0 - 86.9	B+	3.33
81.0 – 83.9	B	3.00
78.0 - 80.9	B-	2.67
75.0 - 79.9	C+	2.33
72.0 – 74.9	C	2.00
69.0 - 71.9	C-	1.67
66.0 - 68.9	D+	1.33
63.0 - 65.9	D	1.00
60.0 - 62.9	D-	0.67
0 - 59.9	E	0.00

More information on UF grading policy may be found at:
UF Graduate Catalog
Grades and Grading Policies

Students Requiring Accommodations
Students with disabilities who experience learning barriers and would like to request academic accommodations should connect 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.

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. Click here for guidance on how to give feedback in a professional and respectful manner. 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 ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students here.

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 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 the Notification to Students of FERPA Rights.

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.

Counseling and Wellness Center: counseling.ufl.edu/cwc, and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS)
Student Health Care Center, 392-1161.

University Police Department at 392-1111 (or 9-1-1 for emergencies), or police.ufl.edu.

Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling.

Library Support, 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.

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints Campus

On-Line Students Complaints

Course Schedule				
		Topic & Activities	*Readings (if applicable)*	*Due*
Week 1	May 11	Lecture/Discussion • Review course plan and schedule • Intro to Perception Analyzer Research in Ag Comm and beyond • Software Demonstration & Setup Lab • Discussion of project and view videos created for testing		
Week 2	May 18	Lecture/Discussion • Discussion of readings • How to design an effective CRM study • Sampling procedures • Recruitment of participants Lab • Group formation around investigative ideas • Work on study design and IRB • Determine interactions wanted and what this means for sampling	Lawson, Cara; Fischer, Laura; LaGrande, Lauren; and Opat, Kelsi (2020) "Do touch that dial: A guide to continuous response measurement in agricultural communications," Journal of Applied Communications: Vol. 104: Iss. 3. https://doi.org/10.4148/1051-0834.2333 Cummins, R. G., Smith, D. W., Callison, C., & Mukhtar, S. (2018). Using Continuous Response Assessment to Evaluate the Effectiveness of Extension Education Products. Journal of Extension, 56(3), Article 26. https://tigerprints.clemson.edu/joe/vol56/iss3/26 James B. Weaver, Inga Huck, Hans-Bernd Brosius, Biasing public opinion: Computerized continuous response measurement displays impact viewers' perceptions of media messages, Computers in Human Behavior, Volume 25, Issue 1, 2009, Pages 50-55, https://doi.org/10.1016/j.chb.2008.06.004	Study Design Instrument Moderator's Guide IRB submission

| Week 3 | May 25 | Lecture/Discussion

• Guest Speaker: Past students in this course
• Instrumentation development
• Discuss readings

Lab

• Develop instrument
• Practice using software
• Discuss articles in your review of literature and how these may help with our studies | LaGrande, Lauren Elizabeth; Meyers, Courtney; Cummins, R. Glenn; and Baker, Matt () "A Moment-to-Moment Analysis of Trust in Agricultural Messages," *Journal of Applied Communications*: Vol. 105: Iss. 2. https://doi.org/10.4148/1051-0834.2375

VanDyke, M.S. and Callison, C. (2018), Using Continuous Response and Self-Report Measures to Understand Spokesperson Evaluation Processes During Water Crises. Journal of Contemporary Water Research & Education, 164: 71-79. https://doi.org/10.1111/j.1936-704X.2018.03285.x

Jeremy Saks, Jordan L. Compton, Ashley Hopkins & Kareem El Damanhoury (2016) Dialed In: Continuous Response Measures in Televised Political Debates and Their Effect on Viewers, Journal of Broadcasting & Electronic Media, 60:2, 231-247, DOI: 10.1080/08838151.2016.1164164 | Review of Literature |
| Week 4 | June 1 | Lecture/Discussion

• Discuss readings

Lab

• Practice using software
• Enter items from instrument into the software
• Practice running through instrument items to see how these work and make improvements

*L*ecture/Discussion

• How to export data
• Initial steps in analyzing data
• | Emilia Papakonstantinou, James L. Hargrove, Chung-Liang Huang, Connie C. Crawley, Nancy L. Canolty, Assessment of Perceptions of Nutrition Knowledge and Disease Using a Group Interactive System: The Perception Analyzer®, Journal of the American Dietetic Association, Volume 102, Issue 11, 2002, Pages 1663-1668, https://doi.org/10.1016/S0002-8223(02)90354-8

Tarpley, Troy G., et al. "How Much Transparency is Too Much? A Moment-to-Moment Analysis of Viewer Comfort in Response to Animal Slaughter Videos." *Journal of Applied Communications*, vol. 104, no. 2, 2020 | |

Week 5	June 8	*Practice Data Collection Lab*	
Week 6	June 15	*Data Collection Lab* at the Association for Communication Excellence Conference in Kansas City, MO	
Week 7	June 22	BREAK WEEK	
Week 8	June 29	*Data Collection Lab*	
Week 9	July 6	*Data Collection Lab*	
Week 10	July 13	L*ecture/*Discussion • Discuss review of literature edits and editions • How to analyze data in depth • How to write up data Lab • Plan data analysis phase • Combine and export study data	
Week 11	July 20	Lecture/Discuss • Review ideas for focus of papers • Conference and journal selections Lab • Data analysis	
Week 12	July 27	Lab • Organizing and writing up data	
Week 13	August 3	Lab • Final edits on papers	*Final paper due midnight on August 3rd*
Every attempt has been made for this schedule to be accurate, but changes may be required because of the applied nature of this course. Students will be made aware of changes both in class and via official UF email.			