

Cover Sheet: Request 14396

ADV3XXX STEM Research and Application

Info

Process	Course New Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Samantha Paige paigesr190@ufl.edu
Created	10/30/2019 12:29:45 PM
Updated	11/26/2019 1:44:18 PM
Description of request	New course approval - this course has been taught previously Fall 2018, Spring 2019, and Fall 2019 as ADV4930, Special Study and is also scheduled for Spring 2020. It's also widely taught across universities a core course of health communication specialization (as a degree or certificate option in communication science and mass communication).

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Advertising 012302000	Jennifer Goodman		10/30/2019
No document changes					
College	Approved	JOU - College of Journalism and Communications	Michael Weigold		11/26/2019
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			11/26/2019
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

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Submitter: Samantha Paige paigesr190@ufl.edu

Created: 10/30/2019 9:50:55 AM

Form version: 1

Responses

Recommended Prefix ADV

Course Level 3

Course Number 930

Category of Instruction Advanced

Lab Code C

Course Title STEM Research and Application

Transcript Title STEM Research and App

Degree Type Baccalaureate

Delivery Method(s) On-Campus

Co-Listing No

Effective Term Earliest Available

Effective Year Earliest Available

Rotating Topic? No

Repeatable Credit? No

Amount of Credit 3

S/U Only? No

Contact Type Regularly Scheduled

Weekly Contact Hours 3

Course Description This course provides an immersive experience to understand fundamental aspects of translational health communication research. Students will learn through structured readings, class discussions and applications, and guest lectures. Special attention will be paid to communicating your health/science research to diverse audiences.

Prerequisites Junior level standing

Co-requisites N/A

Rationale and Placement in Curriculum Currently student have little hands on experience reviewing and synthesizing current literature (annotated bibliographies), and conducting health communication research studies. In addition, the college is developing a certificate of health communication. This course applies translational research experience for those students.

Course Objectives By the end of this course, you will be able to:

1. Explain human subject protections in health communication research;
2. Identify the elements of a peer-reviewed research article;
3. Produce annotated bibliographies;
4. Explain how to develop a theory-driven health communication research project;
5. Apply best practices for survey development in Qualtrics; and
6. Conduct basic frequency/descriptive analyses in statistical software programming;
7. Communicate the current state of health communication research (message design);
8. Describe various aspects of cognitive and affective processing health message design.

Gain practical experience conducting research. Students complete human subjects training, use communication theory and real-world problems to develop scientifically appropriate research

questions, hypotheses, and methods. Students practice conducting data analysis, writing manuscripts, and presenting research in a formal conference setting (i.e., Undergraduate Research Symposium). They will also completion of IRB training certification, active course participation in discussion, five written assignments, final presentation/poster presentation.

Course Textbook(s) and/or Other Assigned Reading Cho, H. (2012). Health communication message design: theory and practice. Thousand Oaks, California: SAGE Publications.

Additional Materials:

- 1) Scholarly journal articles of recent health communication research posted on Canvas.
- 2) PowerPoint slides from lectures posted on Canvas and all class handouts.
- 3) Access to an APA style manual

Weekly Schedule of Topics Welcome and Overview

Introduction to Message Design

Brainstorming Topics for Group Project

Message Design Theory (Emotion Appeals & Behavior Change)

Message Design Modality

Message Design and Health Literacy

Message Design and Cultural Variance

Experimental Design for Message Testing

Strategic Recruitment Approaches

Data Analysis

Weeks for Group Project Research/Mentoring

Grading Scheme IRB Training (5%)

Annotated Bibliography (15%)

Group Research Project (30%)

Survey Design (10%)

Professional Research Conference Poster Design (10%)

Final Presentation (15%)

Guest Lecture Discussion Questions (5%)

Participation (10%)

Instructor(s) Janice Krieger; Carla Fisher; Carma Bylund; Jordan Alpert; STEM Translational Communication Center Fundees (e.g., postdocs, predots)

Attendance & Make-up Yes

Accomodations Yes

UF Grading Policies for assigning Grade Points Yes

Course Evaluation Policy Yes