

PRAO 3046 Audience Measurement and Engagement (Section 01 and 11)

First semester 2024-2025 TUE 12:30-3:20pm CVA210

Instructor: Professor Kara Chan (陳家華); Please call me Kara or Professor Kara or Professor Chan or Doctor Chan. Please don't call me Ms.

Office: CVA914

Tel: 3411 7836; 96207930 (for urgent matters)

Email: karachan@hkbu.edu.hk

Office hour: Mon 8:30am-12:30pm; 2:00-4:00 pm; or by appointment

Teaching assistant: Ms. April Li, PhD student 21482349@life.hkbu.edu.hk

Course Objectives

This course introduces you to the principles and practices of media audience measurement and engagement. The emphasis will be on the Hong Kong media market, while most of the concepts are applicable to other markets. The online materials include media scene and media audience data about Malaysia. You will also learn how to use Google Analytics as a tool for measuring audience engagement in responses to different paid, own, and earned media.

This course adopts a **blended learning pedagogy** for four weeks (highlighted in a different color in the weekly schedule). During these four weeks, you need to log on to the **KEEP** platform to go through the online materials and completed all the tasks **before** the class or the latest **on the day** of the class. The three-hour class time will be devoted to a summary lecture and in-class individual or group work. Completion of the self-study of the online materials will be shown in the learning journey statistics. Based on previous cohort's experience, you need to spend about 1.5 hours each week on the materials in the KEEP platform. Completing all the steps on time will contribute **15%** of your grade.

If you are late or absent and as a result you do not contribute to the in-class assignments that involve group work, you shall complete that assignment on your own to earn the marks allocated. Presentation slides will be uploaded to Moodle **before the class**. Please download them before you come to the class.

KEEP is an online teaching and learning platform. Most of the courses are for open access, but not for this one. **You will create your account using your SSOid to get access.** Details will be given on how to create your account. If you have trouble getting access, please contact April Li or me. Fail to get access is NOT a legitimate reason for missing the deadline for the completion of the online materials before the class. Those who are added to the class toward the end of the add/drop period are expected to catch up on the missed classes on your own.

No.	Course Intended Learning Outcomes (CILOs)
CILO1.	Outline the media scene in Hong Kong
CILO2.	Explain the audience measurement specifics
CILO3.	Apply research tools to measure audience engagement
CILO4.	Use different media platforms creatively to establish contacts with target audience

Learning activities: Lectures, discussions, in-class assignments, blended learning activities, and group research projects

Readings: selected from journals and other sources. There is no textbook for this course. Some writings of the instructors will be used.

Industry website, SM platforms, and journals

<https://www.campaignasia.com/>

International Journal of Advertising

Journal of Advertising Research

Journal of Advertising

Grading Scheme:

Participation in KEEP 15%; Assignments 35% Group research project 20%;

Final examination 30%

The following scale will be used to determine the final grade:

A = 95 or above; A- = 90-94.9;

B+ = 87-89.9; B = 84-86.9; B- = 80-83.9;

C+ = 75-79.9; C = 70-74.9; C- = 65-69.9;

D = 55-64.9; F = below 55

Regulations of the course

Attendance

Students are expected to attend all scheduled classes. If you miss a class, please make efforts to catch up with the learning by self-study and/or asking help from other students. A student who is late for more than 20 minutes for a class without prior approval will be counted as absent. Absence from a scheduled class will hurt your final grade. A student who is absent three to four times will receive a reduction of one final grade. A student who is absent five to six times will receive the reduction of two final grades, and so on.

If you are not able to join the class F2F due to health or other justifiable reasons, please inform me prior to the class. Mixed-mode teaching will NOT be arranged. If the class is a blended learning class with group activities, you shall complete the requirement on your own as stated in the above section and submit the same assignment (I may give some discretion on the submission deadline for students who are sick). This is an effort to promote internationalization of curriculum advocated by HKBU.

For the blended learning weeks with group assignment: If the students cannot join the group work due to sickness or incidence with prior approval, you will be given an individual task to do as a make-up.

Correspondence with the instructor

I'll prefer you communicate with me through email. Please do not WhatsApp me for applying leave or asking help for the course materials.

Assignment Format and Deadline

All assignments will be uploaded to the MOODLE with a cover page with information of the course code, course title, assignment title, submission date, your student number (not your

name), the instructor's name, and word count (if required). The file name should have your student number and the assignment number in the format of A1_20225415. Assignments and projects are due on the specified dates, unless otherwise notified. Assignments turned in late will have 15 percent of the mark deducted each day up to six calendar days. Zero marks will be given for late submission of seven or more calendar days. Please always keep a backup copy of your assignment, just in case.

Use of electronic devices

Use of mobile phones during the class is strictly prohibited. Mobile phones should be placed inside your bag during class time and should NOT be accessed during class time.

Use of laptops and iPads is restricted to access materials related to the course. If you download the powerpoint and access it during the class, please do it on your iPad (or equivalent) or laptops. There will be classes with blended learning elements, and you need to bring your laptop to complete those in-classes exercise.

Academic integrity

Academic integrity is the pursuit of scholarly activity in an honest and responsible manner and is an essential educational objective of the university. Cheating, including plagiarism, falsification of research data, using the same assignment for more than one class, turning in someone else's work, or allowing others to copy your work, will result in academic penalties at the discretion of the instructor, and may result in the grade of F in that assessment, or for the course. DO NOT share your assignment with classmates. If it is an individual assignment, do not work with other students for a collective output. It will be treated as plagiarism. You may be required to submit your work through the turnitin platform. For further information about academic integrity, please visit

<https://ar.hkbu.edu.hk/quality-assurance/university-policy-and-guidelines/academic-integrity>

Not knowing about what is plagiarism is not an excuse for misconduct. If you are not sure, please check with the instructor.

Work-readiness attitudes

The course will also prepare you for a career with the right attitudes and mindsets. To be work-ready, you need to be responsible for your learning and outcome. Work-ready attitudes include formal and professional corresponding with the instructor/your teaching assistant, respond to email within a reasonable time frame, communicate using formal and professional language, dress appropriately for the class, being punctual, attentive in class, be supportive and appreciative to your classmates and group members. Studies show that your casual acquaintances, rather than your closest friends, are your most useful connections in job hunts (Anders, 2022).

Copyright Notice and Privacy Disclaimer

All lectures and course materials of this course, including but not limited to PowerPoint presentations, materials, texts, images, diagrams, tables, drawings, notes, video and audio recordings, syllabi, and assignments (“**Course Materials**”), are protected under the Copyright Ordinance (Cap. 528) of the Hong Kong SAR and similar law in force from time to time throughout the world as well as by the policy of Hong Kong Baptist University (“**HKBU**”). The copyright of the Course Materials and any other materials that the individual course instructors create belong to the respective individual course instructors.

The Course Materials may include video or audio recordings of the classes. Students who are enrolled in this course may be recorded during class. The recordings do not seek to collect students’ personal data but to the extent that any personal data are obtained, they shall be used in accordance with the confirmation provided when students enrolled at HKBU “for different academic and administrative purposes which are in relation to my study at the University.” Such recordings are made for purposes of teaching and learning and may be made available to students and to staff members of HKBU strictly for such purposes. Students enrolled in this course may take notes and make copies of the Course Materials for their own learning purposes. No one may share, reproduce, distribute or display (whether by way of posting, file-sharing, uploading, downloading or otherwise) the Course Materials or any part thereof in any other way without the explicit written consent of the course instructor. No one also may allow others to do so. Any unauthorized use of the Course Materials may result in HKBU disciplinary actions as well as criminal and civil liabilities against the students and staff members concerned.

Acceptable and Unacceptable Use of AI

The use of generative AI tools (e.g. ChatGPT, etc.) is permitted in this course for the following activities:

- Brainstorming and refining your ideas;
- Fine tuning your research questions;
- Finding information on your topic;
- Drafting an outline to organize your thoughts; and
- Checking grammar and style.

The use of generative AI tools is not permitted in this course for the following activities:

- Completing group work that your group has assigned to you, unless it is mutually agreed upon that you may utilize the tool.
- Writing a draft of a writing assignment.
- Writing entire sentences, paragraphs or papers to complete class assignments.

Planned Teaching Plan

Week No.	Date	Topics/activities
01	Sep 3	Course outline and overview; Role of media agency in the consumer journey and advertising creative process; Class activities: Form agency groups and select CEOs; Class photo, Agency group photos Students signing up to KEEP platform
02	Sep 10	KEEP week 1 material (3%). Traditional and non-traditional media: Audience measurement: coverage, reach, frequency, OTS, cost efficiently, source of media audience data Blended learning activities: develop quizzes based on the concepts and group competition
03	Sep 17	Audience measurement for print; Audited audience figures, Local and regional print campaigns; format of a media plan with print; Rate card structure for print and its terminology; Individual assignment 1: Media usage for health information (10%)
04	Sep 24	TVB rate card; pre-emption system; reach and frequency table, cost per rating point calculation Tutorial 2: TV audience measurement
05	Oct 8	Audience measurement in OOH (Out-of-home media, include transport media; posters on street); (video of interviewing with Shirley Chan, JC Decaux) Readings: Chan, K. and Cheng, B. (2012) Awareness of outdoor advertising in Hong Kong, <i>International Journal of Consumer Research</i> , 1(1), 81-97. 2023 Press release on Effectiveness of subway advertising in Hong Kong Group assignment 2: MTR advertising audience engagement (10%)
06	Oct 15	KEEP week 3 material (4%). Employment of celebrity/KOL as an engagement strategy Reading: Chan, K., Ng, Y.L., and Luk, E. (2013) Impact of celebrity endorsement in advertising on brand image among Chinese adolescents, <i>Young Consumers</i> , 14(2), 167-179. DOI: 10.1108/17473611311325564 Chan, K. and Fan, F. (2020) Perception of advertisements with celebrity endorsement among mature consumers, <i>Journal of Marketing Communications</i> , publish online Individual assignment 3: Communication insights from journal reading (5%)
07	Oct 22	Group project briefing; Online survey instrument and drafting of questionnaire; Prepare Study Information Sheet
08	Oct 29	SPSS session for data analysis and statistical tests in Lab (using 2023 data) Project data collection completed
09	Nov 5	Group project presentation (20%)

10	Nov 12	KEEP week 2 material (4%). Product placement in the broadcast medium and event sponsorships Reading: Fanny F.Y. Chan, B. Lowe & D. Petrovici (2015): Young adults' perceptions of product placement in films: An exploratory comparison between the United Kingdom and Hong Kong, <i>Journal of Marketing Communications</i> , DOI: 10.1080/13527266.2015.1061036. Group assignment 4: Product placement (10%)
11	Nov 19	Google analytic; In-class practice: Write social media posts on LinkedIn for a website and observe audience analytics
12	Nov 26	KEEP week 4 materials (4%). Guest lecture: Search engine optimization and search engine marketing, prepare keywords In-class practice: keyword trend
13	Dec 4 Wed 10-11:30am	Final examination (30%)

The instructor may change the schedule according to the class learning needs.

PRAO 3046 Audience measurement and engagement
Measuring the effectiveness of bus advertising
20241022 Due: See below

Your global media agency director decided that you should provide original media audience research insights for your clients. This will be seen as the added value of a partnership with your agency. Your agency decided to conduct a study on the effectiveness of bus advertising.

Study Objectives: To measure Hong Kong consumers' awareness of and attitudes toward bus advertisements.

You are going to conduct a study to examine the awareness and brand recognition of selected bus ads using QuestionPro, an online survey platform. Data analysis will be conducted by using SPSS. There will be a lecture/demonstration **at CVA 506** on SPSS on October 29, 2024.

The questionnaire will be in traditional Chinese for all groups. The exchange student will show the Chinese questionnaire to Chinese speaking persons to collect data.

You can email the survey link for data collection, or you can intercept people on campus and ask them to fill in the online questionnaire on your device. Canteens and Pacific Coffee Café are great venues.

Every student should recruit at least 10 respondents.

Sampling method: Quota sampling with adult males and females aged 18 or above with the following breakdown.

	Male	Female
Age 18-29	3	3
Age 30-49	At least 1	At least 1
Age 50-69	At least 1	At least 1
Total	5	5

Sample of ads: 10 ads on bus for ad awareness; two ads for brand recognition. All the bus ads are provided by Bravo Media.

Questionnaire

The teaching assistant prepared the Q for your input into QuestionPro. She will brief you on how to do this.

Ethical clearance

You need to apply for ethical approval from the University before data collection. The instructor will teach you how to do it. PR and AB students will use this form for your honors project.

References

Chan, K. and Cheng, B. (2012) Awareness of outdoor advertising in Hong Kong, *International Journal of Consumer Research*, 1(1), 81-97. 2023

Output and assessment

You are requested to make an oral presentation. The presentation slides will be used for evaluation. No additional survey report is required. Each presentation will last at most 12 minutes without Q and A. The presentation shall include: introduction, research objectives, method, findings, conclusion and implications for advertisers. Visual aids such as tables and charts should be used. There should be a cover slide with group number and agency name, members' name and student ID in ascending order of student ID **with information about which slides you are presenting**, course name and course title, instructor's name, and presentation title. All students need to participate in the presentation. Each student MUST present at least one-minute.

The file name should be **Bus ad group1.ppt (or pdf)**

Workflow

1. Input the questionnaire in word to QuestionPro
2. Apply for ethical approval
3. Data collection
4. Data analysis
5. Generate media insights and make recommendations on bus advertising
6. Prepare ppt slides

Due dates:

October 22, 2014 in the class Ethical form (10% assessment)

October 23, 2024, 11:59 pm Questionnaire in the QuestionPro, Chinese (10% of assessment), (The instructor will need to approve the ethics approval form and survey document before data collection) You will be notified by email that you can start data collection.

October 27, 2024, 11:59 pm SPSS data set due. (20% of the assessment)

November 4, 2024, 11:59 pm PowerPoint for the oral presentation (50% of the assessment)

November 5, 2024, 3:30pm end of the class: hard copy of the peer evaluation form (10% of the assessment) and feedback on course-based research project due.

The data analysis needs to cover:

1. Awareness of each of the 12 posters from the highest to the lowest awareness
2. Awareness of the 12 posters analyzed by gender (groups 1, 2), by age group (groups 3 and 4), by employment status (group 5, 6)
3. Brand recognition and behavior
4. Attitudinal questions
5. Insights and recommendations

Effectiveness of bus advertising
Assessment Rubric for Oral Presentation

Group: _____

Each group will have up to 12 minutes for presentation.

Contents met the requirement, correct statistics, well-organized, rich and clear:
20%

Visually stimulating, font size readable, graphics, use of charts: 15%

Eye contact, voice level adequate, not hiding behind the computer, time
management: 10%

Meet all data analysis and format requirement in assignment brief; team spirit
5%

Total: 50 marks

Record of group project meetings on measurement of effectiveness of bus advertising

Date/time (duration)	Members present	activities

Group project: Peer evaluation rubric (hand in hard copy)

CATEGORY	5	4	3	2
Contributions	Routinely provides useful ideas when participating in the group and in classroom discussion. A definite leader who contributes a lot of effort.	Usually provides useful ideas when participating in the group and in classroom discussion. A strong group member who tries hard!	Sometimes provides useful ideas when participating in the group and in classroom discussion. A satisfactory group member who does what is required.	Rarely provides useful ideas when participating in the group and in classroom discussion. May refuse to participate.
Quality of Work	Provides work of the highest quality.	Provides high quality work.	Provides work that occasionally needs to be checked/redone by other group members to ensure quality.	Provides work that usually needs to be checked/redone by others to ensure quality.
Time-management	Routinely uses time well throughout the project to ensure things are done on time. Group does not have to adjust deadlines or work responsibilities because of this person's procrastination.	Usually uses time well throughout the project, but may have procrastinated on one thing. Group does not have to adjust deadlines or work responsibilities because of this person's procrastination.	Tends to procrastinate, but always has things completed by the deadlines. Group does not have to adjust deadlines or work responsibilities because of this person's procrastination.	Rarely has things done by the deadlines AND group has to adjust deadlines or work responsibilities because of this person's inadequate time management.
Working with Others	Almost always listens to, shares with, and supports the efforts of others. Tries to keep people working well together.	Usually listens to, shares, with, and supports the efforts of others. Does not cause "waves" in the group.	Often listens to, shares with, and supports the efforts of others, but sometimes is not a good team member.	Rarely listens to, shares with, and supports the efforts of others. Often is not a good team player.
Group no. and group member name		Score (max 5)		

I understand that for peer evaluation to be fair and helpful, I need to be honest in completing this evaluation and will not discuss scores with anyone in my class.

Your name and signature

Date

Effectiveness of bus advertising
 Assessment Rubric for Oral Presentation
 Group: _____

Ethical form (10% assessment)
 Questionnaire in the QuestionPro, Chinese (10% of assessment),
 SPSS data set due. (20% of the assessment)

Assessed item	max
Ethical form	10
Questionnaire (complete and accurate)	10
Excel data set for SPSS (complete and accurate file name, hand in on time) Met quota for the whole group (10 per students) Met quota for demographic breakdown Extra points for additional questionnaires collected 1-9 (1 point) 10-19 (2 points) 20+ (3 points)	20

巴士廣告意見調查

Hello! We are students at Hong Kong Baptist University. We are now conducting a survey about bus ads. It would be grateful if you could take about five minutes to complete this questionnaire. The data collected in this study will be kept confidential and published in aggregate terms for academic purposes. Your participation is voluntary. Please read the study information sheet [add link here] for further details of the study. Thank you very much!

您好！我們是香港浸會大學的學生。現正進行一項有關巴士廣告的問卷調查。請您花 5 分鐘完成這份問卷。收集到的資料會嚴格保密，作為學術研究，並以集合數據形式發表，你的參與屬自願性質，詳情見調查資訊表 [\[請添加調查資訊表鏈接\]](#)，多謝您的參與。

All students used Chinese version.

Q1 to Q10. Have you seen this ad? 你看過這個廣告嗎? ☐ No 沒有 ☐ Yes 有

(must be in this sequence)

(repeat for each of the selected 10 ads)

Q11. Do you recognize the brand name of this ad? 你記得這個是什麼品牌的廣告嗎? ☐ No 不記得 ☐ Yes 記得, brand X Yes 記得, brand Y

(insert bus ad11)

Q12. Do you recognize the brand name of this ad? 你記得這個是什麼品牌的廣告嗎? ☐ No 不記得 ☐ Yes 記得, brand X Yes 記得, brand Y

(insert bus ad12)

Q13. Have you ever noticed any bus advertisements in the past six months? 過去 6 個月, 你曾否注意到至少一個巴士廣告?

☐ No 沒有 ☐ Yes 有

Q14. Have you used QR codes of a bus ad for more information in the past six months? 過去 6 個月, 你曾經掃過巴士廣告的二維碼來取得產品資訊嗎?

☐ No 沒有 ☐ Yes 有

Q15. Have you discussed any bus ad with your friends or your family members? 你曾否和朋友或家人討論過某一個巴士廣告嗎?

☐ No 沒有 ☐ Yes 有

Q16. Have you intended to purchase a product because of a bus ad? 你曾否因為看到某一巴士廣告而想購買產品?

☐ No 沒有 ☐ Yes 有

Q17. Do you pay attention to bus advertising? 你會留意巴士廣告嗎?

☐ Never 從不 ☐ Rarely 甚少 ☐ Sometimes 間中 ☐ Often 經常 ☐ Always 總是

Q18. Can you recall the brand name of the product featured in a bus ad? 你會記得巴士廣告中的品牌名稱嗎?

☐ Never 從不 ☐ Rarely 甚少 ☐ Sometimes 間中 ☐ Often 經常 ☐ Always 總是

Please rate each statement below from 1 – 5 according to how well you agree or disagree with it. 1 represents Strongly Disagree whereas 5 represents Strongly Agree:

請根據您同意或不同意的程度從 1 到 5 對以下每條陳述進行評分：1 為非常不同意，5 為非常同意。

No. 編號	Questions 問題	Strongly Disagree 非常不 同意	Disagree 不同意	Neutral 中立	Agree 同意	Strongly Agree 非常同 意
Q19	Bus ads help me keep up-to-date about products and services. 巴士廣告幫助我知道有什麼最新的產品。	1	2	3	4	5
Q20	Bus ads are simple and easy to understand. 巴士廣告內容清晰易明。	1	2	3	4	5
Q21	Bus ads are visually stimulating. 巴士廣告提供視覺刺激和享受。	1	2	3	4	5
Q22	I enjoy seeing bus ads. 我欣賞巴士廣告。	1	2	3	4	5
Q23	Bus ads are creative. 巴士廣告很有創意。	1	2	3	4	5
Q24	Bus ads that use rich colors	1	2	3	4	5

	catches my attention. 顏色豐富的巴士廣告吸引我的注意。					
Q25	Larger-than-life bus ads caught my attention. 比產品真實尺寸更大的巴士廣告吸引我的注意。	1	2	3	4	5
Q26	Bus ads with celebrities catch my attention. 使用名人偶像的巴士廣告吸引我的注意。	1	2	3	4	5
Q27	Bus ads with cartoon characters catch my attention. 有卡通人物的巴士廣告吸引了我的注意。	1	2	3	4	5
Q28	I like seeing bus ads about non-profit making organizations 我喜歡看到有關非營利組織的巴士廣告。					

Part 2 Demographic questions

第二部分:基本資料

Q29 Sex 性別: male 男 , female 女

Q30 Age range 年齡: 18-29 , 30-49 , 50-69

Q31 Education 教育程度: primary or secondary 小學或中學 post-secondary 大專

或以上

Q32 Occupation: engaged in employment 就業 , student 學生 , housewife 家庭主婦
retired/unemployed 退休/待業

Q33 In the past seven days, how many days have you taken public transportation? 過去七天，你有多少天乘坐公共交通？

0 1 2 3 4 5 6 7

End of the questionnaire, thank you for your participation.

問卷完畢，感謝填答。

Hong Kong Baptist University
STUDY INFORMATION SHEET

STUDY

This is a study of the effectiveness of bus advertising in Hong Kong

INFORMATION

You are invited to participate in a survey, The purpose of this questionnaire is to understand how the public perceives OOH advertising in Hong Kong.

The study will gain responses from 250 people, aged 18 and above, in an online survey format. The participants will take about 5 minutes to complete the questionnaire.

BENEFITS

The study will benefit the government, non-profit organizations, and commercial companies to gain better insights into the audience perception of bus advertisements.

CONFIDENTIALITY

Data are collected and used for academic purposes only. Information will be treated with confidentiality and results will be analyzed in aggregate terms. The study does not require participants to provide information on their identity and none will be collected.

COMPENSATION

There is no compensation for completing the survey.

CONTACT

If you have questions at any time about the study or the procedures, he/she may contact the researcher, prof. Kara Chan, by email: karachan@hkbu.edu.hk and by call: 3411 7836. If you feel you have not been treated according to the descriptions in this form, and if your rights as a participant in research have been violated during the course of this project, you may contact the Research Ethics Committee by email at hkbu_rec@hkbu.edu.hk or by mail to Graduate School, Hong Kong Baptist University, Kowloon Tong, Hong Kong.

PARTICIPATION

Your participation in the study is voluntary. You may decline to participate. If you decide to participate, you may withdraw from the survey at any time. If you withdraw from the survey before data collection is completed, your data will be destroyed.

You have read and understood the study information form and agree to participate in the study.

香港浸會大學
調查資料

研究題目：公眾對巴士廣告的意見調查

資料背景：我們邀請你參與一個調查，研究目的是瞭解公眾對巴士廣告的態度，我們將邀請 250 位年齡 18 歲以上的人士參與這項問卷調查。參與者將會回答一些問題，內容是有關他/她對巴士廣告的認知與態度。需時約 5 分鐘。

研究效益：研究有助政府和商業機構了解公眾巴士廣告的意見。

隱私保障：所有資料將會保密，參與者的身分只會用問卷編號作為識別，而且無法識別個人資料。研究將以綜合分析。

報酬：參加者將不會得到任何報酬。

聯絡資料：如你對這項調查或過程有任何查詢，請聯絡陳家華教授，[電郵 karachan@hkbu.edu.hk](mailto:karachan@hkbu.edu.hk)，及電話 3411 7836。如你認為調查過程不符合以上描述，或調查進行時有損你的權益，請與香港浸會大學的研究道德規範委員會聯絡 hkbu_rec@hkbu.edu.hk 或郵寄至香港九龍塘浸會大學研究院。

參與條款：你的參與屬自願性質，你可拒絕參與是項研究。如你決定參加，亦可在研究中終止參與。在這情況下，你的資料將被註銷。

你已閱讀及明白本資料內容，並同意參加這個調查。

PRAD3046 Audience measurement and engagement
20231010

Assignment 4 Perception of advertisements with celebrities among young consumers in Malaysia and Hong Kong

Interview scheduled on October 10, 2023 during class time 12:30-2:15pm

HKBU students shall send a zoom link to the Sunway U student for data collection. This link will be used for HKBU interviewing SU students as well as SU students interviewing HKBU students. Both interviews should be recorded. After the interview, HKBU students need to send the recording to the SU students for them to do the transcription. You need to download the mp4 file and send it out using other accounts.

You are going to set up the zoom link during the class on October 2, 2023

INSTRUCTIONS FOR SUNWAY AND HKBU UNIVERSITY STUDENTS

Please find a television commercial or a video advertisement (not more than 30 second) with a celebrity endorsement that you find most memorable. Preferably it is an advertisement that appears now or in the past one year. The advertisement can feature a global or a local brand, a company, or a social cause such as Recycle domestic waste. The groupings of the students are shown in an excel file. You will show the commercial during the interview. So, please prepare a YouTube link before the interview so that your interviewee will have some ideas about the ad. Thank you for your willingness to participate in this study.

Transcript due on October 21, 2023 11:59pm soft copy of the interviewing transcript upload to Moodle. You **must include the YouTube link** provided by the interviewees in the transcript.

Filename: A4_studentID.docx

Format: Double line spacing, Times New Roman font **14**, with page number; no student name and only student ID, margin of one inch on all four sides; cover page with information about course code and course title, instructor's name, assignment title, submission date, student number and no student name.

Dear students

This assignment enables you to collect empirical evidence of audience response to advertisements using celebrity endorsement in a consumer culture other than Hong Kong.

Groups will be formed and it is different from the groups in Assignment 3. As there are unequal numbers of students, one HKBU will only interview ONE of the Sunway U students in the group for this study. Similarly, ONE of the Sunway U students will interview HKBU students.

The interview will be conducted on **October 10, 2023 over zoom during the scheduled class time**. Please email your Sunway groupmates with a zoom link. You need to set up a zoom session and email the link to him/her. You shall email your interviewee the Study information sheet and the assignment brief and ask him/her to read them before the interview. On the day before the interview i.e. October 9, 2023, send a reminder and also ask for the YouTube link of the favorite ad with celebrity. You can also send him/her you're the YouTube link of the favorite ad with celebrity. For courtesy, please introduce yourself and have a "small talk" before you start the interview. A "small talk" helps you to know the ethnicity of your interviewee, his or her year of study, and the city he or she comes from.

If you are not able to contact your interviewee, please contact your instructor. For the zoom interview, you **do not need** to send the link to me/April Li.

Time management on October 10, 2023

12:30-12:40pm getting on zoom and small talk

12:40-1:20pm HKBU student interview one Sunway student

Break

1:30-2:10pm Sunway U student interview HKBU student

2:10-2:20pm Checking of video recording and thank the interviewee

2:20-2:30pm get back to CVA210

2. ALL students should have **the camera on throughout** the zoom meeting. before data collection, obtain verbal consent in data collection. Then following the questions **in the exact order** in the assignment brief. The zoom meeting should be **video-recorded**. Thank the Sunway University student for his or her participation in the study. The entire interviewing process include showing the commercial should be **at**

least 18 minutes and at most 25 minutes. The interview will be conducted in English.

2. In your email, please remind your interviewee to prepare either a video file with a YouTube link of his or her most memorable TV commercial using celebrity endorsement of not more than 30 seconds. Please set all the participants as hosts so that the interviewee can share the screen.

3. We expect verbal interview and not interviewing using the chat box.

Topic: “Celebrity Endorsement in advertising”

Introduce yourselves: I am a student at Hong Kong Baptist University. We are conducting a study about your perception of advertisements using celebrity appeal. The details of the study are included in the Study information sheet. There is no right or wrong answer to the question. We just want to know what you think. Do you understand? Shall we start now?

Marketers and advertisers often use celebrity endorsement in advertising. For example, renowned actor Jacky Chan endorsed a Chinese brand of shampoo.



1. Please show us the advertisement with celebrity endorsement that you find memorable. [If the advertisement was in a language that you do not know, please ask the interviewee to explain the copy, the symbols, and details in such a way that you fully understand the advertisement. Be aware of the time limit. Do not spend too much time on elaborating details of the commercial.]
2. What is/are the name of the celebrity/celebrities and the brand he/she/they endorsed in this commercial? Please tell me more about this celebrity such as his/her age, and what is he/she famous for.
3. Does this celebrity endorse a lot of different product categories?
4. How long have this celebrity been endorsing the brand shown in the commercial?
5. Why is this commercial memorable to you? (Any more reasons? Please keep asking until you exhaust all reasons making this particular ad memorable.)
6. Why does the brand employ this celebrity endorser in this commercial?
5. If you are an advertiser, what are the important factors for marketers to consider when selecting a celebrity endorser?
6. What are the impacts of employing a celebrity endorser on the brand?
7. Nowadays ordinary people can become popular on the social media and endorse brands too. We call these persons “Key opinion leaders” or KOL. Have you come across any KOL that you can remember?
8. Compared with celebrities, what do you think about these KOLs in terms of their attractiveness to the audience?
9. Compared with celebrities, what do you think about these KOLs in terms of their credibility in endorsing brands?
10. Compared with celebrities, what do you think about these KOLs in terms of their effectiveness in endorsing brands?
11. What is your age range: 18-24, 25-30 and sex?

Thank you for your participation.

Instructions for HKBU students

Interviewers need to encourage the participants by (1) repeating the question slowly and **without** changing the wording (2) asking him/her to explain his/her answers, and (3) give time for the participants to think (4) asking him/her if there are any more thoughts about the questions, (5) ask for an example to illustrate.

You need to prepare the interviewing transcript and record the duration of the interview. The duration of the interview including the introduction, going over the study information sheet, and showing the advertisement by the interviewee should be at least 18 minutes and not more than 25 minutes. A transcript is a written record of the entire interview including the self-introduction and the acknowledgement. Do not change the number of questions. If you have asked follow-up questions, please identify them by [FU] without giving these questions numbers. Do not include your name in the transcript. Replace your name with ***.

Assessment rubric:

The research process was followed strictly. The transcription was clear, rich and well-organized, with follow-up questions that invite the interviewees to elaborate his or her perceptions. (Follow-up questions are not new questions. They are used to encourage the interviewees to provide more details to the original questions): 20 points

Format (double line spacing, Times New Roman font 14, student ID and no student name; No name of interviewee; information of the assignment and instructor; submission date): 5 points

Completeness of interviewee's demographic information (sex, age): 2 point

Record duration of the interview: 2 point

Interview duration 18-25 minutes: 1 point

Total: 30 point

Assessment rubrics for interview

	max
The research process was followed strictly. The transcription was clear, rich and well-organized, with follow-up questions that invite the interviewees to elaborate his or her perceptions	20
Format (double line spacing, Times New Roman font 14, student ID and no student name; No name of interviewee; having a cover page with course title/assignment title, submission date)	5
Completeness of interviewee's demographic information (sex, age range)	2
Record duration of the interview	2
Duration 18-25 minutes	1
Total (out of 30)	

Hong Kong Baptist University

Perception of advertisements with celebrities among young consumers

STUDY

This is a study of young adults' perceptions about celebrity endorsement in advertising. Young adults refer to persons aged 18 to 30.

INFORMATION

You are invited to participate in a study. The purpose of this study is to explore the perceptions of celebrity endorsement in advertising.

The study will be conducted among 40 university students studying at Sunway University. The interviewers are students taking the course PRAD3046 Audience measurement and engagement at Hong Kong Baptist University. It will take about 20-15 minutes in zoom to complete the interview outside the class time. It will be video recorded by zoom and later transcribed.

BENEFITS

The study will benefit the government, non-profit organizations, and companies to be better informed in employing celebrity endorsers in advertising.

CONFIDENTIALITY

Results will be analyzed in aggregate terms. The study requires participants to provide demographic data only. Number code will be used as the identifier. Responses will be treated as confidential and anonymous. Selected representative quotes will be used in publications with information on sex only. The video recording will be erased three weeks on the completion of the data collection. The electronic version of the transcripts will be kept for five years and will be destroyed afterwards. The data will be stored on the Principal Investigator's computer that is accessible with a password. Published work of the study will be kept in the Institutional Repository of Hong Kong Baptist University.

COMPENSATION

No monetary compensation is involved.

CONTACT

If you have questions at any time about the study or the procedures, you may contact the researcher, Dr. Kara Chan, at Room 914, CVA Building, Department of Communication Studies, Hong Kong Baptist University, or email: karachan@hkbu.edu.hk or office phone: 852 3411 7836. If you feel that you have not been treated according to the descriptions in this form, or your rights as a participant in research have been violated during this project, you may contact the Research Ethics Committee by email at hkbu_rec@hkbu.edu.hk or by mail to Research Committee, Hong Kong Baptist University, Kowloon Tong, Hong Kong.

PARTICIPATION

Your participation in the study is voluntary. You may decline to participate. If you decide to participate, you may withdraw from the study at any time. If you withdraw from the study before data collection is completed, your data will be destroyed.

You have read and understood the study information form, and agree to participate in the study.