

SPM 4711 Sport, Social Media, & Advanced Data
Spring 2025
University of Florida
Department of Sport Management

COURSE INFORMATION

Credits: 3

Dates: January 13th – April 23rd

Location: FLG 245

Meeting Time/Location: M/W Period 5 (11:45 AM – 12:35 PM) and through Canvas on UF e-Learning & the Canvas mobile app by Instructure

INSTRUCTOR INFORMATION

Instructor: Ye Lei, M.S.

Office: Yon Hall 005

Email: yelei@ufl.edu

Office Hours: Wednesday from 2 PM – 4 PM & By Appointment

COURSE DESCRIPTION

The course accounts the historical development of social media and human society culminating in the social media boom. Students discuss the theories behind social media and human society, usages of social media in the sport industry, and learn different ways of analyzing social media including data collection, descriptive statistics, quantitative analysis, and machine learning (artificial intelligence) sentiment analysis.

Prerequisite: STA 2023 & Sophomore standing & above.

COURSE FORMAT

Instructional Methods: This course consists of lectures, readings, and discussions to provide students with a variety of learning methods. You are responsible for observing all posted due dates and are encouraged to be self-directed and take responsibility for your learning.

Minimum Technology Requirements: The University of Florida expects students to acquire computer hardware and software appropriate to his or her degree program. Technology will be an important component of this course. Please bring your smartphone and laptop (either PC or MAC) with you to class. Be sure that these devices are charged and connected to the internet (UF WIFI networks include: *eduroam* and *ufgetonline*), they will be utilized as a part of regular class activities.

Minimum Technical Skills: To complete your tasks in this course, you will need a basic understanding of how to operate a computer. The software and tools we need to use in class include Microsoft Excel, R Studio, ChatGPT.

If you are unable to comply with these requirements, please see me for accommodations.

COURSE OBJECTIVES

The primary objectives of this class are to introduce the interaction of sport and social media and examine tools to analyze social media content. By the end of the course students will be able to:

1. Describe social media terms
2. Discuss social media and the sport industry
3. Explain ways to collect social media (big) data
4. Analyze social media descriptively using analytical tools including RStudio
5. Apply quantitative analyses to examine trends in social media
6. Examine social media content using artificial intelligence and machine learning techniques
7. Create an executive report using social media analytics discussing current issues in sport

REQUIRED AND RECOMMENDED MATERIALS

- There is no required book for this class
- Reading material will be allocated via Canvas
- Microsoft Excel and R Studio are both available through UF Apps, though R is also free to download. Links to do so will be shared in the first couple of weeks but can be found via <https://info.apps.ufl.edu/> and online searches.

CANVAS (E-LEARNING)

Course news, information, syllabus, and some class materials may be found online at Canvas (<https://elearning.ufl.edu>). Student will need to use their own Canvas account to log into the class site. If you are new to Canvas, watch the [Canvas Overview video](#). If you have any questions regarding Canvas, refer to the [Canvas Guides](#).

OFFICE HOUR AND CONTACT INFORMATION

Virtual and face-to-face office hours are held on Wednesday from 2 PM – 4 PM and by scheduled appointment, via Zoom or at Yon Hall 005. Use Canvas mail and/or UF email (yelei@ufl.edu) ONLY for general course inquiries, such as questions related to the course content, grades, special circumstances, and needed accommodations. All online correspondence must have your **FULL NAME** in the message body and contain **SPM4711** in the subject line.

Please allow for 24 hours for a response on weekdays and 48 hours for a response on weekends.

COURSE & UNIVERSITY POLICIES

ATTENDANCE POLICY

Students will have 2 free absences without point deduction (EXCEPT guest speaker and group presentations days). **After that, Students will have 50 points deducted from their final grade for each class missed.** The instructor will randomly check the attendance. **Arriving to class after the instructor has started class will be considered an “unexcused” absence.**

In general, acceptable reasons for absence from or failure to participate in class include illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions, religious holidays, and participation in official university activities such as music performances, athletic competition or

debate. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) will be excused.

Documentation must be provided in order for an absence to be excused. These absences will be accommodated in a way that does not arbitrarily penalize students who have a valid excuse. Consideration will also be given to students whose dependent children experience serious illness.

Other reasons also may be approved. This course will follow [the UF Guideline](#) on absences, religious holidays, illness policy, and so forth.

COURSE CONDUCT

Students are expected to bring paper and pens or pencils to class daily for various in-class activities. Phones and laptops are permitted, as students use them to take quizzes and may be invited to research information for case studies and in-class activities. However, these devices are only allowed to be used for course purposes during times explicitly specified by the instructor. Failure to be actively engaged in lectures, discussions, and activities will impact students' participation grades.

Throughout the semester, students will be asked to review course material posted to the Canvas site prior to arriving at the class. This may include articles, videos, and podcasts. Students are expected to fully complete the review of these items prior to arriving to class and should be prepared to engage in discussion about the material.

Due to the nature of this course, questions will be asked that prompt various opinions. Students are encouraged to debate and disagree with one another, but it is crucial they remain respectful of their classmates at all times and always communicate their ideas courteously.

HONOR CODE 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 (<http://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.

Each student has a responsibility to understand, accept, and comply with the University and College's standards of academic conduct. Examples of academic misconduct:

- Cheating: Use or attempted use of unauthorized materials, student aids or information in any academic exercise.
- Complicity: Aid or attempt to aid another student in committing attendance check and academic misconduct.
- Interference: Preventing another student's work from being completed.
- Plagiarism: Use of ideas, words or statement of another entity without giving credit to that person.

Violations will not be tolerated and may result in penalties that may include (but are not limited to): A zero on the quiz/exam/assignment, a failing class grade, community service, university expulsion.

Furthermore, students are obliged to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult the instructor in this class.

USE OF GENERATIVE AI

All written assignments are submitted through Turnitin via Canvas, unless otherwise instructed. Students are to work alone on all written assignments and are forbidden from using GPT Chat, other forms of AI, and other aids to complete assignments. The appropriate use of generative AI in this course is limited to spelling and grammar checks for written assignments.

Additionally, this course incorporates generative AI tools as part of our analyses. Specific guidelines and instructions on using these tools will be provided during class.

ASSIGNMENTS

Assignments must be typed and double-spaced, using 12-point font, Times New Roman, and 1-inch margins. If applicable, upload assignments to Canvas using Word and following [APA guidelines](#). Points are deducted if appropriate grammar, spelling, punctuation, and sentence structure are not used. Proofread all assignments. Include citations if you are citing someone else's work.

An excessive number of typos and misspellings, or multiple grammatical errors will significantly lower your final grade. Failure to follow guidelines will significantly lower your final grade.

LATE AND MAKE-UP POLICY

If alternative arrangements are not made in advance, students are permitted to submit assignments **up to one day late** for point deductions. Assignments submitted after the due date will receive a **30% deduction** for late submission. After 24 hours assignments will be locked.

The instructor understands that unexpected situations may arise throughout the semester that may impede a student's ability to attend a class or submit an assignment on time. In the event this occurs, students are strongly encouraged to communicate with the instructor. The instructor would like to help you and is willing to assist should an incident arise but can't modify deadlines or excuse absences if unaware of the circumstances.

Make-up quizzes, assignments, discussions, and other work in this course are consistent with university policies that can be found in the [online catalog](#).

THE "STUFF HAPPENS" CLAUSE

"The best laid plans of mice and men oft go awry" – Robert Burns. While you may have intentions to complete coursework before the deadline, stuff happens, and I understand that. Rather than force you to come up with an excuse with an expectation/hope that I will ignore my course policies, you will get one opportunity for an automatic 3-day extension for one

assignment, no questions asked. To take advantage of this, you must email me BEFORE the assignment is due and just let me know that you want to invoke the **“Stuff Happens” Clause**. You do not need to give me an explanation or reason. It isn’t necessary. This is a **one-time deal**. Once you invoke the clause, you cannot use it again. Also, this does not apply to excused absences (you don’t need to use the clause if you have an excused absence w/documentation).

ACCOMMODATING STUDENTS WITH DISABILITIES

Accommodating students with disabilities is very important to me. If you are aware of your disability or might be concerned you have a disability, please register with the Disability Resource Center by visiting their Get Started page at <https://disability.ufl.edu/students/get-started/>, call them at 352-392-8565, online <https://accessibility.ufl.edu/>, or visit the Dean of Students Office. Once registered, please visit with me or send me an email during the first two weeks of class to provide me with a copy of your accommodation letter to ensure I fully understand your needs. It is my goal to provide you with the tools necessary to ensure you are successful in the classroom.

COURSE EVALUATIONS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. 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 <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

CHANGING NAME DISPLAY IN CANVAS

It is important to the learning environment that you feel welcome and safe in this class and that you are comfortable participating in class discussions and communicating with me on any issues related to the class. If your preferred name is not the name listed on the official UF roll, please let me know as soon as possible by e-mail or otherwise. I would like to acknowledge your preferred name, and pronouns that reflect your identity. Please let me know how you would like to be addressed in class, if your name and pronouns are not reflected by your UF-rostered name. I welcome you to the class and look forward to a rewarding learning adventure together. You may also change your “Display Name” in Canvas. Canvas uses the "Display Name" as set in myUFL. The Display Name is what you want people to see in the UF Directory, such as "Ally" instead of "Allison." To update your display name, go to one.ufl.edu, click on the dropdown at the top right, and select "Directory Profile." Click "Edit" on the right of the name panel, uncheck "Use my legal name" under "Display Name," update how you wish your name to be displayed, and click "Submit" at the bottom. This change may take up to 24 hours to appear in Canvas. This does not change your legal name for official UF records.

INCLUSION, DIVERSITY, EQUITY, AND ACCESSIBILITY (IDEA) RESOURCES

It is my intent that students from all diverse backgrounds and perspectives be equitably served by this course, that students' learning needs be addressed, and that the diversity that students bring to this class are viewed as inclusive as a resource, strength, and benefit. It is my intent to present

materials and activities that are respectful of diversity: gender identity, sexuality, disability, age, socioeconomic status, ethnicity, race, nationality, religion, and culture. Your suggestions are encouraged and appreciated. Please let me know ways to improve the effectiveness of the course for you personally, for other students, or student groups.

IN-CLASS RECORDINGS

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor. Please refer [UF Regulation 4.040 Student Honor Code and Student Conduct Code](#) for more information.

GETTING HELP

STUDENT SUPPORT

- **U Matter, We Care:** If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575.
- **Counseling and Wellness Center:** <https://counseling.ufl.edu/>, 352-392-1575.
- **Sexual Assault Recovery Services (SARS):** Student Health Care Center, 392-1161.
- **University Police Department:** 392-1111 (or 911 for emergencies)
<http://www.police.ufl.edu/> .
- **Student Health Care Center:** Call 352-392-1161 for 24/7 information to help you find the care you need or visit shcc.ufl.edu.
- **UF Health Shands Emergency Room/Trauma Center:** For immediate medical care in Gainesville, call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; ufhealth.org/emergency-room-trauma-center.

ACADEMIC SUPPORT

- **E-learning Technical Support:** UF HELP Desk - 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. <https://lss.at.ufl.edu/help.shtml>
- **Career Connections Center, Reitz Union:** 392-1601. Career assistance and counseling. <https://career.ufl.edu/>
- **Library Support:** <http://cms.uflib.ufl.edu/ask>. 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. <http://teachingcenter.ufl.edu/>
- **Writing Studio, 302 Tigert Hall:** 846-1138. Help brainstorming, formatting, and writing papers. <http://writing.ufl.edu/writing-studio/>
- **Student Complaints On-Campus:** <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>
- **On-Line Students Complaints:** <http://distance.ufl.edu/student-complaint-process/>

TECHNICAL ISSUES

If you encounter a technical issue, please contact [UF Computing Help Desk](#), or utilize the one of the following self-help resources:

- [Which Browsers Does Canvas Support?](#)
- [How Can I Use Canvas on My Mobile Device?](#)
- [Canvas Student Guide](#)
- [Canvas Video Guide](#)
- [Zoom Conferences Student Step-by-Step Guides](#)

GRADING**GRADING SUMMARY**

Assignment	Points	Percent of Total Grade
Reading Assignments	5 × 10 pts. = 50	10%
Content Assignments	3 × 15 pts. = 45	9%
Excel Assignments	4 × 15 pts. = 60	12%
RStudio Assignments	6 × 15 pts. = 90	18%
Midterm Project	100 pts.	20%
Final Project	130 pts.	26%
Peer Evaluation	10 pts.	2%
Class Participation	15 pts.	3%
Total	500 pts.	100%

GRADING SCALE

Overall Course Points	Percentage	Letter Grade
450 pts. – 500.0 pts.	90 – 100%	A
435 pts. – 449.9 pts.	87 – 89.9%	B+
415 pts. – 434.9 pts.	83 – 86.9 %	B
400 pts. – 414.9 pts.	80 – 82.9%	B-
385 pts. – 399.9 pts.	77 – 79.9%	C+
365 pts. – 384.9 pts.	73 – 76.9%	C
350 pts. – 364.9 pts.	70 – 72.9 %	C-
335 pts. – 349.9 pts.	67 – 69.9%	D+
320 pts. – 334.9 pts.	64 – 66.9%	D
300 pts. – 319.9 pts.	60 – 63.9%	D-
299.9 pts. or less	59.9% or lower	E

GUIDELINES FOR ASSIGNMENTS

1) Reading Assignments (10%): For each of the weekly reading material, answer the following questions:

- Question 1: Provide a brief overview of the topic discussed in the reading material (3-4 sentences)
- Question 2: Provide a brief reflection on the topic discussed in the reading material outlining your own thoughts and opinions on the topic referencing the reading material and other sources if applicable (3-4 sentences – reflections that include materials from other sources have to be referenced)
- Question 3 (optional): Provide additional relevant reading material from online resources
- Question 4 (optional): Respond to other student's submissions on Canvas.

These activities will be graded for effort.

2) Content Assignment (9%): These assignments are related to the readings and class materials and will focus on social media content and the sport industry. For each of these assignments there will be questions that are not technical ones (you will not need RStudio or Excel for these assignments), and you will be required to include external sources, references, and material from social media platforms, academic studies, and online content. Content assignments should be no longer than one page unless including images. These assignments do not have “correct” answers and the assessment is based on the depth and breadth of the assignment including using examples and references.

3) Excel (12%): Each of the excel assignments include an instructions sheet in the Excel file. Answers will usually be technical ones requiring students to perform functions and calculations in Excel and the spaces for the answers will be highlighted. Students are required to submit the completed Excel file with the completed answers.

4) R Studio (18%): For each of the RStudio assignments you are required to use script to execute commands in RStudio relevant to the week's assignment and submit screenshots with the completed script and other material relevant to the specific assignments. These are technical assignments that require the use of RStudio. Relevant data and examples of the script are included in the week's guidelines documents. Students may complete the assignments using different scripts from online resources if the results are similar.

5) Midterm Project (20%): This is an individual project. Instructions for this assignment will be provided on Canvas.

6) Final Project (26%): The final project includes statistical and/or sentiment analyses and/or text mining using R Studio covered in class and a written section. In addition, each group will have a 15-minute presentation followed by a 5-minute Q&A session. More details will be provided on Canvas.

7) Peer evaluation (2%): All team members should submit peer evaluation regarding group final group project. The form will be uploaded on the course Canvas and should be submitted after the final group presentation (**by Apr. 25th, 11:59pm**). A lack of contribution to your team project will significantly affect your grade.

Your average team evaluation at the end of the semester will be used to adjust the amount of team points that you will receive as follows:

Your average evaluation for semester	Your percent of team points received
90% or above	Full points (100%)
85% to 89%	90%
80% to 84%	70%
70% to 79%	50%
69% or below	10%

For instance, let's assume your team performs exceptionally well and earns the maximum number of team points for the semester, which is 130 points. However, if your team feels that you didn't contribute significantly and consequently rates you an average evaluation of 81%, you would receive only 91 points ($130 * 70\%$) for all team-based assessments. Conversely, a team member with an average evaluation of 92% would secure the full 130 points for all team-based assessments. This example illustrates how group evaluations can lead to significantly different grades for members within the same team.

Participation in the evaluation process is not optional. If you fail to turn in an evaluation for any person on your team at the time that evaluation is due, you will receive **ZERO** points for the group project.

8) Class Participation (3%): Given the format of this course, your participation in discussion is critical. You are encouraged to finish all the in-class exercises during class time and be prepared to talk and contribute to class discussions.

EXTRA CREDITS

There will be several chances for extra credit throughout the semester.

COPYRIGHT STATEMENT

The materials used in this course are copyrighted. The content presented is the property of UF and may not be duplicated in any format without permission from the College of Health and Human Performance and UF and may not be used for any commercial purposes. Content includes but is not limited to syllabi, quizzes, exams, lab problems, in-class materials, review sheets, and additional problem sets. Because these materials are copyrighted, you do not have the right to copy the handouts, unless permission is expressly granted. Students violating this policy may be subject to disciplinary action under the UF Conduct Code.

****The instructor reserves the right to make changes to the syllabus and outline as the class progresses and circumstances arise. Students will be given notice of any changes in advance****

Weekly Course Schedule

Unit	Topic	Assignments
Week 1 (Jan. 13)	Course Introduction	- Download Excel - Download R and R Studio
Week 2 (Jan. 20)	Social media overview	- Reading assignment 1 - Excel 1
Week 3 (Jan. 27)	Ethics, use, and sport	- Content assignment 1 - Excel 2
Week 4 (Feb. 3)	Production and consumption	- Reading assignment 2 - Excel 3
Week 5 (Feb. 10)	Data types, sources, and data collection tools	- Excel 4
Week 6 (Feb. 17)	R Studio	- Content assignment 2 - R Studio 1
Week 7 (Feb. 24)	Data collection and creating datasets	- Reading assignment 3 - R Studio 2
Week 8 (Mar. 3)	Midterm project	- Midterm project
Week 9 (Mar. 10)	Summary statistics	- Reading assignment 4 - R Studio 3
Week 10 (Mar. 17)	Spring break	
Week 11 (Mar. 24)	Volume and content analysis	- R Studio 4
Week 12 (Mar. 31)	Statistical analyses of social media data	- Content assignment 3 - R Studio 5
Week 13 (Apr. 7)	Sentiment analysis	- Reading assignment 5 - R Studio 6
Week 14 (Apr. 14)	Final project Q&A	
Week 15 (Apr. 21)	Final project presentations	- Final project - Peer evaluation

The course schedule is tentative and might change based on the pace of the lectures and student needs. Changes to the syllabus will be announced through Canvas. The instructor bears no responsibility for announcing the changes to each individual student.