COMM 3354-E01: Digital Social Media & Society

General Information

Semester Hrs: 3

Semester/Yr: Summer 2016

Time/Location: 100% online in CourseDen (https://westga.view.usg.edu/)

Instructor: Patrick D. Hadley

Physical Office: Humanities 144

F2F Office Hours: Tuesdays/Thursdays, 10:00 am – 12 noon; 3:00 pm - 4:00 pm

          Fridays (by appointment only)

Online Office Hours: Mondays/Wednesdays, 1pm - 3:00 pm (via D2L email or Google Voice phone/text)

          Fridays: 2:30 pm - 3:30 pm

          In addition to the times above, I am available asynchronously[1] via CourseDen 24/7. I am also available via my westga email account, but CourseDen email is preferred unless the system is down. Email messages will be answered within 24 hours on weekdays. Although I commonly review and respond to emails over the weekend, my official policy is that emails received after 6:00 pm on Fridays will receive a reply no later than noon on the following Monday morning.

          If you would like to set up a virtual meeting outside of my online office hours, let me know and we can use the tool of your choice (e.g., phone, chat, Skype, etc.).

Telephone: (404) 919-7349 (Google Voice Number)

E-mail: phadley@westga.edu

Communication: When questions arise, the most efficient ways to contact me are as follows:

          1. CourseDen mail (inside the course)

          2. UWG email (phadley@westga.edu)

          3. Phone call to my Google Voice Number: 404-919-7349 (messages left on Friday after 6:00 pm will be returned by the following Monday at noon)

TEXT & ADDITIONAL MATERIALS

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[1] Asynchronous communication happens when the sender and receiver of a message are not communicating at the same time. For example, John may send a message on Monday, and Jane responds to it on Tuesday.

Required Text:

All readings for COMM 3354 will be provided online. There is no physical textbook required.

Hootsuite University content: As part of your enrollment in COMM 3354, you will have special 90-day free access to a social media education program through Hootsuite University, starting at the end of the first week of the semester.   Please remember that you will not have to pay anything, or enter any credit card information, to get access to this content. When the 90-day trial is over, you will be given the option to retain access to the premium version of the site, or to downgrade to free version of Hootsuite with reduced access to content and features.

Much of the information to which you will have access is for the use of larger business enterprises, so it may not be relevant for you at this stage. I will integrate a limited amount of the Hootsuite University resources into our course assignments this semester. However, you will have access to all the resources during the term of your 90-day free access.

Be on the lookout for an email from Hootsuite, **in your my.westga.edu email account**, in the first few days of the semester. It will tell you how to access your free account.

IMPORTANT: You will need access to the Hootsuite University content in order to complete Module 1 and several subsequent modules in the course. Make sure to secure your access as soon as possible after you receive the invitation email from Hootsuite.

Required Materials:

- **Computer-compatible microphone**: In this course, you will need the ability to record audio (for screencasts). Many laptops have integrated microphones that will work adequately. Alternatively, you can purchase a headset microphone for $10 - $25 at online electronics sellers like Amazon.com, or at a physical store that sells discount electronics (e.g., Walmart or Best Buy).

- **Daily Computer Access**: All students at UWG are required to have access to a computer that is up to the specs posted in the Scoop. You need to have a plan for what you will do if your computer crashes. How will you continue to participate in the course? Perhaps you could use the computers at your local library in an emergency. Think about this. Computer problems are not an automatic excuse justifying failure to meet an assigned deadline.

- **Speakers or Headphones**: Many presentations in this course have audio playback features, so you need to have access to speakers or headphones to listen to the audio portion of the presentation.

DEPARTMENT OF MASS COMMUNICATIONS LEARNING OUTCOMES

1.   Awareness: Students will demonstrate *awareness* of mass communications scholarship, i.e., theory/research; paramount economic, ethical, legal/policy, social, and technological issues; and the role of principle personalities and stakeholders within the context of freedom of speech, freedom of press, media competition, media convergence, diversity, and/or social responsibility. ACEJMC defines awareness as familiarity with facts, concepts, theories, laws and regulations,

processes and effects.

2.   <u>Understanding</u>: Students will demonstrate *understanding* of mass communications scholarship, i.e., theory/research; paramount economic, ethical, legal/policy, social, and technological issues; and the role of principle personalities and stakeholders within the context of freedom of speech, freedom of press, media competition, media convergence, diversity, and/or social responsibility. ACEJMC defines understanding as assimilation and comprehension of information, concepts, theories and ideas.

3.   <u>Application</u>: Students will demonstrate effective application of mass communications scholarship, i.e., relate and/or apply concepts, theory/research, and professional principles to analyze and synthesize information, create, develop, produce, and/or write for converging digital, multi-media, and traditional media. ACEJMC defines application as competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

COURSE HIGHLIGHTS AND OBJECTIVES

1. You will learn about historical development, political and economic environment, technological foundations, and socio-cultural context for new Web applications referred to "social media," such as blogs, Facebook, Twitter, YouTube, Instagram, and LinkedIn. (*Awareness/Understanding Objectives*)

2. You will examine and comment on the implications of these social media applications for traditional industries and activities, such as broadcasting, journalism, education, business, marketing, politics, government, and social relationships (*Understanding/Application Objectives*).

3. You will apply, practice, and demonstrate this knowledge by:

   a. examining and discussing key social media applications; (*Understanding Objective*)

   b. completing quizzes to demonstrate your awareness and understanding of the major concepts covered in the readings and discussions (*Awareness/Understanding Objectives*); and

   c. completing hands-on projects using key social media applications; (*Understanding/Application Objectives*)

   d. selecting and completing a final project that will allow you to explore and demonstrate use of social media tools in depth (*Application Objective*)

4. You will participate in an organic learning environment where everyone participates in the construction of a knowledge community through various online course activities. (*Application Objective*)

COURSEWORK, EVALUATION PROCEDURES, AND GRADING

Three Main Types of Tasks in this Class: Discussions, Projects, and Quizzes

In this class you normally submit your work in one of three ways: through the Discussion board, through the Quizzes tool, or via Projects that you will post on a course blog you will create. Pay attention and follow instructions concerning what must be posted where.

Discussions

We will have several Discussions during the semester. They are asynchronous with deadlines. This means that while we will not have to login at the same time, we will have to login during the same week to make our posts. For some discussions, you are expected to make at least one initial post and reply to another post. The first post you make is called your "initial posting." This is your primary posting, and will generally be longer than any reply. In discussions where a reply is expected, you should make your initial posting by midnight on Thursdays. Unless otherwise specified, all discussions end on **Sundays at 11:59 pm.**

When a module is more than one (1) week long, you should use the last Thursday of that module as your deadline for making the first posting, unless the directions include an explicit direction to submit by another day of the week.

You are welcome to discuss past these deadlines (in all discussion boards). However, credit may only be given for discussions occurring during the official window.

You can practice your discussion skills using the first discussion of the course where you introduce yourself and visit with your online classmates.

*If you are expected to follow a discussion schedule that differs from what is stated above, it will be outlined in the instructions for a specific discussion.

Projects

As you work through the learning modules for each online week, you will come across hands-on projects that have to be completed using a particular social media application. You will generally post these projects on the course blog/ePortfolio that you will create. These must be completed by the assigned deadline.

You also will complete a final project in the class that will be posted on your course blog/website.

Quizzes

There are quizzes in each learning module of the course. You can access your quizzes through the learning module or through the Quizzes button (if visible) in CourseDen. Be sure to read the instructions that appear before your entry into the quiz. In addition, once you start a quiz, you have a limited amount of time to finish it. The amount of time will be stated before you start the quiz, and a timer will be visible informing you of how much time you have remaining before the quiz expires.

Each quiz has its own unique properties. The official deadline for each quiz is what is posted in the Course Schedule. **Important note: I do not grant extensions on quizzes. Make a note of quiz deadlines so that they are prioritized in your personal schedule.**

Course Work & Evaluation

There are three types of tasks in this class: Discussions, Projects, and Quizzes. Below, all discussions, projects, and quizzes are listed with their associated point values.

Tasks/Topics within Modules	Points
--Quiz: Orientation Module	10
--Disc: Orientation Discussion	5
--Quiz: Overview of social media	10
--Disc: Personal experience with social media	10
--Quiz: Blog/WordPress/ePortfolio content	10
--Disc: (a) Post URL to your blog (b) Blog/ePortfolio topic	10
--Proj: (a) Create blog and intro blog posts, ~~(b) convert to static ePortfolio site~~	30
--Quiz: Screencasting content	10
--Disc: Screencasting topic	10
--Proj: Create screencast	30
--Quiz: YouTube/social video content	10
--Disc: YouTube/social video topic	10
--Proj: YouTube/social video exercise	30
--**Final Project**	75
TOTAL	**260**

Grading Scale

Grade	Point Range
A	234-260
B	208-233
C	182 - 207
D	156 - 181
F	0-155

In the interest of academic integrity and fairness, please note that at the end of the semester, I do not offer individual extra credit opportunities. However, extra credit opportunities may be made available to the class at times during the semester. Stay alert to the course home page and News area for more information.

I will round up final averages when the total points earned in the class are within 0.5 points of the next higher grade. For example, a final grade total of 233.5 points would be rounded up to 234 points.

CLASS, DEPARTMENT, AND UNIVERSITY POLICIES

Attendance

Online Attendance:

In an online class, regular involvement counts. I believe that regular logging in is a crucial aspect of determining your performance. Regular logging in keeps you in contact with the class, not only in terms of the learning activities, but also allows you to be informed of any relevant course announcements relating to a particular module during the week.

Students who do not login regularly can experience frustration, anxiety, fear, alienation, a sense of being overwhelmed, etc. These are not ideal learning conditions in a face-to-face classroom, and can be particularly troubling in a 100% online course.

I strongly recommend that you log into the course three or more days a week. I can only help you if you are attending to the course.

If your computer crashes or some other computer-related crisis occurs, you must access your back-up computer (see *Required Materials* above). It is not an acceptable excuse to claim "I won't be able to login to the course for 2 weeks until my computer is repaired and sent back to me." You must go to the campus or your local public library, go to a friend's house, or make other

arrangements to ensure that you are regularly logging into the course. If you are not confident that your computer will make it through the course, you may want to consider taking this course in a later semester when you have access to more reliable technology.

Late Work Policies

Discussions Late Policy

Discussions posted late, but within 24 hours of the deadline, will have the grade reduced by 50 percent.   Discussions posted more than 24 hours after the deadline will receive a zero.

Discussions may be made up (with modifications by the instructor) only if you provide written documentation of a medical, family, or related emergency that was outside of your control. (You can submit written documentation via a scanned copy of a document forwarded to the instructor via email)

Projects Late Policy

Projects posted after the deadline will have the grade reduced by 50 percent. If posted more than 48 hours late, the project will receive a zero.

Late project postings may be permitted without penalty if you provide written documentation of a medical or family emergency.   (You can submit written documentation via a scanned copy of a document forwarded to the instructor via email)

Quizzes Late Policy

There is no extension on quizzes without documentation of a medical or family emergency.

Use the Course Schedule to know when quiz deadlines will occur.

Tips for Meeting Deadlines

● Don't procrastinate. Instead, try to get ahead.

● If possible, submit all work by Saturday, so that if you have any technical difficulties, you still have 24 hours to try to submit on another computer (such as at a local library). Remember that CourseDen has a posted maintenance schedule overnight on certain Fridays from 10:00 pm – 7:00 am Saturday.

● Read all submission instructions very, very carefully. Failing to follow instructions WILL cause you to lose points.

Standard University Policies

The University has standard policies that apply to all students throughout the University, in the areas of the Americans with Disabilities Act, UWG's email policy, credit hours, and the UWG Honor Code. These policies are provided in more detail in the following link: http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf.

Special Needs

- I will make special arrangements for students with special needs, as documented through Student Services. Please inform me and provide me with appropriate documentation at the beginning of the semester.   For more information, contact Accessibility Services at the University of West Georgia: http://www.westga.edu/counseling/4486.php.

Academic Dishonesty

- Academic dishonesty is NOT tolerated. It will result in failure on assignment(s) as well as possible disciplinary sanction(s) as stipulated by university rules. The University of West Georgia Student Conduct Code defines academic dishonesty as cheating, fabrication, plagiarism and facilitating or allowing academic dishonesty in any academic exercise.

- **Cheating**: using or attempting to use unauthorized materials, information or study aids

- **Fabrication**: falsification or unauthorized invention of any information or citation

- **Plagiarism**: representing the words or ideas of another as one's own. Direct quotations must be indicated and ideas of another must be appropriately acknowledged.

- Academic dishonesty in any form compromises your grade and lowers the quality of your diploma. A fellow student who cheats may actually lower your grade, sometimes causing unfair and inflated grading scales. If you are aware of cheating taking place, please contact me or Dr. Camilla Gant, chair of the Department of Mass Communications (678-839-4933), and proper action will be taken.

CLASS OUTLINE: SEE THE COURSE SCHEDULE

The Course Schedule

The Course Schedule is the central resource for a global view of the semester's activities and deadlines. Want to know when something is due? Check the Course Schedule. It is always available from the home page of the course and is viewable at the link below:

https://docs.google.com/document/d/1VyYsW1EaaiOYyqGRrlceR8f1eo9dq_8Cd8Ds_qQCzdY/edit?usp=sharing

The Course Schedule may change slightly over the semester. It is an online, dynamic document. You should check it at least once per week each time you enter the course. It is located on our CourseDen home page. In addition, you should check your CourseDen email and the Course News area on the main course page for update and announcements.

TIPS FOR SUCCESS

Navigating the Course

Each time you login to CourseDen, check the following:

1. Through **Email**, announcements and updates are regularly made by the instructor.

2. Frequently, graded **Discussions** are taking place.

3. Review the **Course Schedule** for a global view of what's going on in the course.

4. The **Modules** on the home page contain what is happening during a given week or set of weeks. Through these, you gain access to your Discussions, Projects, and Quizzes.

5. Review and follow the **Checklist** that is provided for each module to know what you need to do in that module for success.

[END OF SYLLABUS VERSION 1.0]

COURSE SCHEDULE
COMM 3354
Summer 2016

The Course Schedule may change over the course of the semester, so do not ONLY look at a paper version you have printed. Visit the online version regularly through the semester, in addition to reviewing the Course News area and CourseDen email on a daily basis.

NOTE: You generally will have one week to complete your assignments in a module, though on occasion more than one week will be allocated for that process (e.g., Screencasting Module, the Final Project). It is YOUR responsibility to be aware of the course schedule and deadlines. Forgetting a deadline or having a competing course, family, or job obligation at the same time as a COMM 3354 deadline is not an excuse, given the early notification of deadlines in this class.

Assignments for discussions/quizzes/projects for specific modules often will be available before the official "start date" of that particular module on the schedule. However, be aware that some discussion assignments may require an initial posting, followed by a reply to a classmate's initial post. If you complete an initial discussion post before the start date of that module and there are no other posts by your classmates to which you can reply, remember to return to that discussion during the week(s) assigned for that discussion to complete the reply portion of the assignment. Failure to post replies on time will result in loss of points for that portion of a discussion assignment.

MODULE	TOPICS/NOTES	DUE
Orientation Module: Monday, June 6 to Sunday, June 12	_Topics: Getting oriented to online course, syllabus, technology_	**Due by Sunday @ 11:59 pm** **--Orientation Discussion** **--Quiz: Orientation Module** **_(NOTE: multiple quiz attempts available without penalty ONLY for Orientation Quiz)_**
Module 1: Monday, June 13 to Sunday, June 19	_Topics: Overview of social media history, trends, technologies (e.g., Facebook, Twitter, YouTube, LinkedIn, Instagram), recent developments_	**Due: by Sunday @ 11:59 pm** **--Social Media Discussion** **--Quiz: Social Media overview content (_NOTE: only one quiz attempt permitted for this and all future modules during semester_)**
Module 2: Monday, June 20 to Sunday, June 26	_Topic: Blogging, WordPress and ePortfolio development_	**Due: by Sunday @ 11:59 pm** **--Project: Create blog, intro blog posts, and ePortfolio conversion** **--Discuss social impact of blogs and post your blog URL** **--Quiz: Blog- and ePortfolio-related content**
Module 3: Monday, June 27 to	_Topic: Screencasting_	**Due: by Sunday @ 11:59 pm** **--Screencasting project** **--Discuss relevance of**

Sunday, July 10		**screencasting** **--Quiz: Screencasting content**
Module 4: Monday, July 11 to Sunday, July 17	*Topic: YouTube and other video sharing sites*	<u>**Due: by Sunday @ 11:59 pm**</u> **--Project: add features to your video screencast on YouTube** **--Discuss impact of YouTube and other social video sites** **--Quiz: YouTube/social video content**
Final Project Module: ****Deadline: Wednesday, July 27th, 2016 at noon****	*Topic: Final project synthesizing social media topics and tools from entire semester (Detailed guidelines available later in semester)*	<u>**Due: by Wednesday, July 27, 2016 @ 12 noon**</u> **--Post final project on personal ePortfolio/blog**