

Course Bulletin Listing/Subject Area	Communication
Fiscal Unit/Academic Org	School Of Communication - D0744
College/Academic Group	Social And Behavioral Sciences
Level/Career	Undergraduate
Course Number/Catalog	4554
Course Title	Social Media
Transcript Abbreviation	Soc Media
Course Description	Examination of social media and its impact on social interactions and its use to market mass media messages.
Semester Credit Hours/Units	Fixed: 3

Offering Information

Length Of Course	14 Week, 7 Week
Flexibly Scheduled Course	Never
Does any section of this course have a distance education component?	No
Grading Basis	Letter Grade
Repeatable	No
Course Components	Lecture
Grade Roster Component	Lecture
Credit Available by Exam	No
Admission Condition Course	No
Off Campus	Never
Campus of Offering	Columbus

Prerequisites and Exclusions

Prerequisites/Corequisites
Exclusions

Cross-Listings

Cross-Listings

Subject/CIP Code

Subject/CIP Code	09.01
Subsidy Level	Baccalaureate Course
Intended Rank	Senior

Quarters to Semesters

Quarters to Semesters New course

Give a rationale statement explaining the purpose of the new course

Sought concurrence from the following Fiscal Units or College

Requirement/Elective Designation

The course is an elective (for this or other units) or is a service course for other units

Course Details

Course goals or learning objectives/outcomes

- To explain the historical origins and development of social media.
- To explore and become familiar with a variety of social media.
- To apply communication concepts and theories to social media.
- To critically analyze the form and content of social media.
- To develop strategies for effective message design within social media.
- To develop stronger writing skills.

Content Topic List

- History of online socializing
- Law and ethics of social networking sites
- Self-presentation and identity
- Relational effects
- Social influence; collective action
- Conducting research using social networking sites
- Message design

Attachments

- COMM 4554 Social Media syllabus.doc: COMM 4554 Social Media_syllabus

(Syllabus. Owner: VanPelt,Susan J)

Comments

Workflow Information

Status	User(s)	Date/Time	Step
Submitted	VanPelt,Susan J	10/21/2010 10:48 AM	Submitted for Approval
Approved	Nathanson,Amy Ilene	10/21/2010 04:10 PM	Unit Approval
Pending Approval	Mumy,Gene Elwood Selby,Erin Faye	10/21/2010 04:10 PM	College Approval

Communication 4554: Social Media

Instructor: Jesse Fox, Ph.D.

Email: fox.775@osu.edu

Office hours: Tues & Thurs 1-2:15 & by appt.

Office: 3045C Derby Hall

Office phone: (614) 247-2348

Class Information: Tues/Thurs 2:30-4:15, Bolz Hall 0437

Course Description: This course will involve hands-on engagement with social media and cover the historical development of social media; how communication tenets are used to develop these sites and convey messages within them; how social media are changing our social expectations and interactions; how social media are being used to market mass media messages, including commercial, political, and health and other prosocial content; and how to design successful messages.

Course Objectives:

1. To explain the historical origins and development of social media
2. To explore and become familiar with a variety of social media
3. To apply communication concepts and theories to social media
4. To critically analyze the form and content of social media
5. To develop strategies for effective message design within social media
6. To develop stronger writing skills

Readings: Will be made available on Carmen.

Additional Resources: During the course of this class and throughout your university career, you may find the following helpful:

*The Writing Center. This may be the last time in your life that you have easily accessible, free help available for your writing skills—use it. Being a good writer will give you an advantage in every walk of life, and if you are a Communication major, it is expected. Visit <http://cstw.osu.edu/writingcenter> to learn more about their services or to schedule an appointment.

*Strunk & White's *The Elements of Style*. If you are uncertain of what constitutes "good writing," this classic book is very straightforward and extremely helpful. The advice and direction offered in this book applies to writing in all fields. Find it at the campus bookstore, or you can often find a copy at used bookstores for \$2 or less.

**The American Psychological Association (APA) Style Manual*. For those of you pursuing a degree in social science, this book is what will dictate many of the expectations for your research writing. It includes guidelines on citations, formatting, tone, etc. APA style will be required for assignments submitted in this class.

Grading: The course will consist of 400 total points:

Exam: 100 points

Assignments & in-class work: 150 points

Final project: 150 points

There will be one exam consisting of multiple choice questions and short answer written responses. Specific requirements for written assignments will be provided at least one week before they are due. In class work includes meaningful participation in discussions, exercises, handouts, and/or quizzes. Your final grade will depend on the total number of points earned.

*Additionally, please note that your final grade is final. Do not ask me to reconsider your grade when the quarter is over; applying subjective standards after the fact invalidates the standards applied to the class and is unfair to every student.

Please note: extra credit *might* be offered during the semester depending on the needs of researchers in the Communication department. Extra credit is *not* guaranteed. I will present these opportunities in class *if* they arise.

Attendance & Make-up Policy: Only students enrolled in this section are permitted to attend class. Attendance (both physical and mental) is key to your success in this class. Listen, take notes, and ask questions. Much of the material presented in lecture is not found in your readings. If you miss class for whatever reason, it is your responsibility to obtain notes from a classmate; the instructor will not provide notes in any circumstance. If you miss class, you will not be able to make up any in-class work or extra credit opportunities.

*The exam **MUST** be taken at the scheduled time. The date is clearly identified on the schedule below; if you foresee a conflict with the exam time, you will need to reschedule your conflict or reconsider your enrollment in this class. Make-up

exams will not be given except in cases of extreme, unforeseen, and convincingly documented emergencies (notification within 24 hours of the exam time is required) or official University related absences (instructor must be notified at least one week in advance). Your instructor reserves the right to determine what qualifies as extreme and what documentation is required. Unacceptable excuses include, but are not limited to: being out of town, having a note from the health center, oversleeping, having to work, not being able to find a parking space, car trouble, flight delays or cancellations, etc.

*Homework assignments should be turned in at the beginning of class the day they are due. All students will be given ONE penalty-free, no-questions-asked 24-hour extension on any paper. Use this extension wisely; after you have used it, no other assignments will be accepted late under any circumstances. If you use this extension, the homework must be turned in by 2:30 PM following the original due date. *Be aware that if you show up to late to class on the due date and assignments have already been collected by the instructor, your assignment will be considered late.*

Academic Integrity: I take academic dishonesty very seriously. All students are subject to the student code of conduct (see http://studentaffairs.osu.edu/resource_csc.asp), including the student code of academic integrity. Violations of the code will result in severe penalties in this course and all violations will be reported to the School of Communication and the Committee on Academic Misconduct. For this course, *academic dishonesty* includes (but is not limited to):

- Use of someone else's ideas or expression (e.g., writing) without proper acknowledgment of the source. Proper acknowledgment (e.g., citation, quotation, footnote) should make clear both the **extent** and **nature** of the use. If you have used someone's exact words, you should use "quotation marks" as well as a (citation). If a large portion of your writing uses another person's ideas, argument structure, or narrative form then you should make clear where the "borrowing" begins and ends. Note that *paraphrasing* someone, summarizing their *arguments*, or using their *ideas* are all plagiarism if the source is not acknowledged. Plagiarism is more than just using someone else's exact words. Also, be aware that "someone else's ideas" here includes text books, articles, web pages, your professor's notes, your roommate's assignment from another class, and *anything else other than your own ideas and your own writing*. There is no outside source that it is OK to use without citing.
- Collaborating with other students on any assignment, homework, class project, etc., without the clear consent of the instructor is also academic dishonesty. If work is not assigned as a group project, you must do it entirely on your own. **Check with your instructor if in doubt.**
- In most instances, taking your own work from one course and submitting it in a different course is also considered academic dishonesty. It is simply not appropriate to claim that work was done for one class when in fact it was written for a different class. **Check with your instructor if in doubt.**
- Exchanging information with another individual during a test, quiz, or examination is clearly academic dishonesty, as is the use of any materials not permitted for the exam.

It is your responsibility to be aware of the rules of academic dishonesty—ignorance is not a defense. ***When in doubt, consult your instructor before doing anything about which you are uncertain.*** You should also read through the "Ten Suggestions for Preserving Academic Integrity" available at <http://oaa.osu.edu/coam/ten-suggestions.html>. **In this class, the penalty for academic dishonesty consists of a failing grade for the class; a report to the School of Communication and the Committee on Academic Misconduct; and other potential consequences, including expulsion from the University.**

Disruptions: Disruptions and distractions (including talking during lecture; text messaging or other phone use; surfing the Internet, chatting online, or other nonclass computer activity; or reading nonclass materials), threatening behavior, and negative participation (e.g., use of inappropriate language or derogatory speech) will not be tolerated. Any student who engages in such behavior may be asked to leave class, suffer grade penalties, and be reported to the Department Head, the Dean of Students, and/or University Police. Note: Cell phones are considered a disruption. **Turn off your cell phone before entering the classroom.** Any student whose cell phone rings, beeps, or audibly vibrates during class may be asked to leave and will suffer grade penalties.

Web/Email Policy: For this course, you are required to have online access regularly (i.e., at least 2-3 times a week). As far as emailing me, email should be used for quick administrative questions and emergency contact **only**. If you have questions or concerns (e.g., about an assignment or material covered in class, regarding your grade) make an appointment to see me or come to my office hours. Updates or changes to the course schedule or readings will be announced in class and also on the course website; it is your responsibility to stay apprised of these changes.

Inclement Weather: Unless the University is closed, you should assume class will be held. However, I hear winter weather in Columbus can be beastly, and there is a possibility that I may not be able to make it to campus as a result of some unforeseen weather-related circumstance. If I do not show up 30 minutes after the start of class, consider the class

canceled. If the weather is bad, please check your email or contact a classmate with access; if conditions prevent me from making it to campus on time I will do my best to inform everyone via email.

Disability Accommodations: If you anticipate the need for accommodations to meet the requirements of this course, please contact the Office for Disability Services, Pomerene Hall, Room 150, or phone (614) 292-3307. Students with documented disabilities can meet with me privately within the first three weeks of class to coordinate reasonable accommodations.

Tentative Course Schedule

<u>Date</u>	<u>Assignments</u>	<u>Topic</u>	<u>Readings</u>
R 9/23		Introduction	
T 9/28		What is an SNS? Writing workshop	boyd & Ellison, 2008
R 9/30	Asst. 1 given	Exploring SNSs; Content of SNSs	Back et al., 2010; Morgan et al., 2010
T 10/5	Asst. 2 given	History of online socializing	Turner, 2005; Rheingold, 1993
R 10/7		Law & ethics of SNSs	Links
T 10/12		The dark side of SNSs	Ybarra & Mitchell, 2008; Debatin et al., 2009; links
R 10/14	Asst. 2 due; Asst. 3 given	Self-Presentation & Identity	boyd, 2007; Haridakis & Hanson, 2009
T 10/19		Self-Presentation & Identity	Tong et al., 2008; Ellison et al., 2006
R 10/21	Asst. 4 given	Relational effects	Fisher, 2010; Walther et al., 2008
T 10/26	Asst. 3 due	Social Influence	Trusov et al., 2010; Centola, 2010
R 10/28		Social Influence; Collective action	Zhang et al., 2010; Gladwell, 2010
T 11/2		Conducting research using SNSs; Final project asst.	Hanneman & Riddle, 2005, ch. 1; Lewis et al., 2008
R 11/4	Assignment 4 due	Conducting research; Exam review	Same as above
T 11/9		Exam	
R 11/11		NO CLASS: Veterans' Day	
T 11/16		Message design*	TBA, links
R 11/18		Message design	Links
T 11/23		Final project meetings (as needed)	None
R 11/25		NO CLASS: Thanksgiving Day	
T 11/30	Assignment 1 concludes	Media Literacy	Rushkoff, 2009; S. Van Der Heide, 2008
R 12/2	Final project due	The future of SNSs	Links

This syllabus is an agreement between the instructor and the student. The instructor reserves the right to make changes to the syllabus as deemed necessary. By staying enrolled in this class, the student agrees to abide by the policies described herein.