

Term Information

Effective Term Autumn 2021
[Previous Value](#) [Spring 2017](#)

Course Change Information

What change is being proposed? (If more than one, what changes are being proposed?)

We are requesting to be able to offer some sections of this course 100% at a distance.

What is the rationale for the proposed change(s)?

Being able to offer some sections of this course 100% at a distance will offer increased flexibility for the instructor as well as our students. Not all courses in Communication are suitable for online delivery and our program assumes we offer in-person courses for developing communication expertise, skill development, group interactions, and lab experience. However we have found that having some online courses help students to complete their degrees in a timely manner. Given it's assignments and design, Comm 4558 is well suited for online instruction.

What are the programmatic implications of the proposed change(s)?

(e.g. program requirements to be added or removed, changes to be made in available resources, effect on other programs that use the course)?

None.

Is approval of the request contingent upon the approval of other course or curricular program request? No

Is this a request to withdraw the course? No

General Information

Course Bulletin Listing/Subject Area	Communication
Fiscal Unit/Academic Org	School Of Communication - D0744
College/Academic Group	Arts and Sciences
Level/Career	Undergraduate
Course Number/Catalog	4558
Course Title	Social Media Analytics
Transcript Abbreviation	Soc Med Analytics
Course Description	This course is an introduction to analyzing social media data. Students will learn how to operate an established analytics platform and complete a novel research project using real world social media data. Students will learn how to tackle industry and academic research problems using social media logs and metrics.
Semester Credit Hours/Units	Fixed: 3

Offering Information

Length Of Course	14 Week
Flexibly Scheduled Course	Never
Does any section of this course have a distance education component?	Yes
Is any section of the course offered	100% at a distance
Previous Value	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	Prereq: 3160, 3163, or 3165.
Exclusions	
Electronically Enforced	Yes
<i>Previous Value</i>	No

Cross-Listings

Cross-Listings

Subject/CIP Code

Subject/CIP Code	09.0102
Subsidy Level	Baccalaureate Course
Intended Rank	Junior, Senior

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	<ul style="list-style-type: none">• The course goals include teaching students how to obtain, monitor, and evaluate digital traces from online platforms.• Successful students should be prepared to approach future research problems with an understanding of the possibilities and challenges of social media.• Students who complete this course will be able to understand how to use social media analytics, and effectively present research in written reports and oral presentations.
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Content Topic List	<ul style="list-style-type: none">• Social media analytics• Digital traces• API's• Research design• Social listening• Social monitoring• Market research• Opinion research• Online methods
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Sought Concurrence	No
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Attachments

- COMM 4558 In-Person Syllabus.docx: In-class syllabus
(Syllabus. Owner: Butte,Kylie M.)
- COMM 4558 ASCTECH.docx: ASC Technical Checklist
(Other Supporting Documentation. Owner: Butte,Kylie M.)
- Comm Curriculum Map UPDATED 2020.docx: Communication Curriculum Map
(Other Supporting Documentation. Owner: Butte,Kylie M.)
- COMM 4558 DL Syllabus - REVISED1.25.docx: Proposed online syllabus
(Syllabus. Owner: Butte,Kylie M.)

Comments

Workflow Information

Status	User(s)	Date/Time	Step
Submitted	Butte,Kylie M.	01/28/2021 09:07 AM	Submitted for Approval
Approved	Slater,Michael D	01/28/2021 10:07 AM	Unit Approval
Approved	Haddad,Deborah Moore	01/28/2021 03:59 PM	College Approval
Pending Approval	Jenkins,Mary Ellen Bigler Hanlin,Deborah Kay Oldroyd,Shelby Quinn Hilty,Michael Vankeerbergen,Bernadette Chantal	01/28/2021 03:59 PM	ASCCAO Approval

COMM 4558 SOCIAL MEDIA ANALYTICS AUTUMN 2021

Instructor:

Professor Joseph Bayer, PhD [email: bayer.66@osu.edu]

Online Lecture: Tuesday, 3:55pm-5:45pm EST [see Carmen for Zoom Links]

Office Hours: Tuesday, 1:00pm-2:00pm EST [[Zoom Link](#)]

Course description

The is an online course. The course represents an introduction to analyzing social media data with an emphasis on the implications and applications for market research, communication strategy, and technology history. How do we know whether a feature on the new iPhone is working? What type of consumers are most likely to buy a given product? How does the perception of a platform change after a crisis? Social media streams can provide valuable insights into users, brands, audiences, and technologies. The course provides an overview of the approaches and challenges associated with collecting, analyzing, and visualizing social media data, including an involved case report using real-world social analytics software.

Prerequisite: Communication 3160, 3163, 3165 or equivalent.

Course learning goals and outcomes

The primary objectives of this course are to teach students how to obtain, monitor, and evaluate social media data from major online platforms (e.g., Twitter). When we are finished, you will be prepared to approach future industry and academic problems with an understanding of how social media data can help accomplish your goals. You will learn the advantages/disadvantages of using social media data, how to operate established analytics platforms (e.g., Synthesio), and how to engage in market research to study emerging technologies. Altogether, you will acquire the fundamental perspectives and hands-on skills needed to work with social media data.

Mode of delivery

This course is delivered fully online. There are no in-person components required. The course includes a combination live (i.e., synchronous) lectures and prerecorded tutorials, along with online activities and assignments that can be completed at your discretion.

How this course works

- Each week, a new **module** will become available on the course Carmen site that contains all of the online requirements associated with that week. Each module will

specify the required readings, as well as provide links to the weekly lectures, interactive activities, pre-recorded videos, and analytics tools needed for that week.

- Each Tuesday, you will participate in an online (live) lecture at 3:55pm EST via Zoom (see link on Carmen). The lecture will be taught in the form of an interactive tutorial involving live activities and data analysis through Netlytic and Synthesio.
- This is a 3-credit-hour course. As such, students should expect around 3 hours per week of time spent on direct instruction. Specifically, students should anticipate an average of about 2 hours of live lecture, 30 minutes of prerecorded tutorial videos, 15 minutes of technology installation and/or setup, and 15 minutes of weekly discussions, in addition to 6 hours of homework per week (i.e., readings, assignments).
- All assignments are due 11:59pm EST on Sundays. See detailed instructions on Carmen for the specific steps, formatting requirements, and grading rubric.

Course materials

- All required readings and materials will be accessible through our Carmen site via the Files section. You can also access readings and materials by clicking through the links in the weekly course modules.
- Although the course will focus primarily on teaching hands-on analytics course, the following books will be used as part of the weekly course readings:
 - **[F&D]** Finger, L. & Dutta, S. (2014). *Ask, Measure, Learn: Using Social Media Analytics to Understand and Influence Customer Behavior*. Sebastopol, CA: O'Reilly.
 - **[Knaflic]** Knaflic, C. N. (2015). *Storytelling with Data: A Visualization Guide for Business Professionals*. Hoboken, NJ: Wiley.
- Access to Netlytic (via [this external URL](#)) and Synthesio (via [this external URL](#)) for data analysis and vizualization. More information about accessing the analytics platforms will be provided within the software demonstrations and Carmen modules.
- Access to a computer/laptop, a high-speed Internet connection, current web browser with video-related plugins, speakers/headphones, and Microsoft Office (available to OSU student free of charge via [this external URL](#)). Students should not attempt to complete this course using a smartphone. You must be comfortable working more independently than in an in-person classroom and using your computer, web-browser, and navigating Carmen. Additionally, you must ensure that your computer functions properly and that you use some form of data redundancy (e.g., cloud backups or physical duplication). Please see the technology policy below for more details.

Grading

This class has 100 possible points, which are distributed as follows:

Online Attendance	10 points
TopHat Participation	10 points

Software Comparison	10 points
Netlytic Report #1	10 points
Netlytic Report #2	10 points
Synthesio Report #1	10 points
Synthesio Report #2	10 points
Case Study Proposal	10 points
Case Study Report	20 points

Assignments

- **Online Attendance (10pts).** An attendance grade will be assigned at the end of the course based on your active participation in synchronous (online) lecture activities. You will lose 1 point for each missed required online lecture.
- **TopHat Participation (10pts).** A participation grade will be assigned at the end of the course based on your active participation in TopHat activities. Participation scores are computed based on the three types of live lecture questions (Boarding, Posting, Commenting) and **Weekly Discussions** to be completed after lecture each week.
- **Software Comparison (10pts).** There are many sources of social media data out there, including software companies offering to provide social “listening”, “managing”, and/or “analytics”. You are tasked with providing a recommendation to an employer of your choice about which software to purchase. To do so, you must identify two services that provide capabilities to conduct social media analyses (cannot be Netlytic or Synthesio), compare them, and come to a recommendation. You must use G2.com to identify your analytics software choices. Use 12-point font and 1-inch margins, with each text section should be no more than a short paragraph (5-6 sentences max). Make your document single-spaced (max of one single-spaced page). Follow the general header formatting shown in the example on Carmen.

Netlytic Reports (10pts x2). You will report the results of text and network analytics related to a self-selected product on Netlytic. Your goal is to apply techniques from social media analytics to analyze online discourse about a product of your choice (e.g., Apple AirPods). A top report will identify the key themes/influencers and insights (e.g., what people are saying about your product, who is talking about your product?) as well as discuss how to use your findings to improve the product or develop a new communication strategy. Importantly, you will collect publicly available Twitter data about a chosen product and analyze it with the help of Netlytic. For each report, use 12-point font and 1-inch margins. Each text section should include no more than 3-4 sentences of text. Make your text single-spaced and clearly specify the header of each section as shown in the example on Carmen. Max of two single-spaced pages (including figures).

- **Synthesio Reports (10pts x2).** You will report the results of visualized analytics related to market research of a modern technology using Synthesio. You are tasked with (1)

demonstrating your efficacy in using Synthesio to select, filter, and report datasets and (2) showing your ability to present data in an accurate, informative, and efficient manner. Importantly, you must complete your report using Synthesio. Note you will need to sign-in your OSU.# email address and course password. Use 12-point font and 1-inch margins. Include your name in the header. Each figure should include no more than 3-4 sentences of text. Make your text single-spaced. For each report, you can either export your Synthesio Report page as a PDF or export the images and create your PDF in another program (e.g., Microsoft Word). Max of two pages (including figures).

- **Case Study Proposal (10pts).** In the Case Study Proposal, you will outline a market research project in which you use social analytics to learn about a technology, type of technologies, or tech trend of your choice. Note that your proposal must focus on using Synthesio as your social listening tool (i.e., not other analytics tools). You and a partner will design the data collection and analytics plan, including how exactly you would employ Synthesio to learn about and report on the topic of your choice. Use 12-point font and include both partner names in the header. Each bullet should include no more than 2-3 sentences of text. Make your text single-spaced. Max of two pages (including figures).
- **Case Study Report (20pts).** In the Case Study Report, you will generate figures and findings related to the market research topic of your choice. Note that your report must focus on using Synthesio as your social listening tool (i.e., not other analytics tools), and you must use one of the final queries available in our shared class dashboard. Altogether, you and a partner will work together to compile and complete a professional analytics report using what you have learned across the semester. For each figure, as a brief paragraph, provide a brief explanation and any takeaway insights (~3-4 sentences max). In addition, as a brief outline, specify the subtopic you selected, all filters applied, and the size of your active corpus (i.e., number of mentions). Use 12-point font and include both partner names in the header. For this report, you must export the images and create your PDF in another program (e.g., Word). Max of four pages (including figures), but you are allowed to use narrow margins (i.e., 0.5in).

Late assignments

Assume that all deadlines are in Eastern Time (ET). Students may submit all assessments late with a penalty. Penalties for late work increase cumulatively. Submitting work one second after the deadline yields a -2% point penalty for the submission. For each additional hour after the deadline, you lose an additional -2% off the submission.

Grading scale

Please note that Carmen Canvas, OSU's grading and class management software, does not round fractions up. Please take that into account in computing grades. I do not manually round up grades. The official grading scale is as follows:

93–100: A
90–92.9: A-
87–89.9: B+
83–86.9: B
80–82.9: B-
77–79.9: C+

73–76.9: C
70 –72.9: C-
67 –69.9: D+
60 –66.9: D
Below 60: E

Credit hour and work expectation

This represents a 3-credit-hour course. According to Ohio State policy, students should expect around 3 hours per week of time spent on direct instruction (instructor content and Carmen activities, for example) in addition to 6 hours of homework (reading and assignment preparation, for example) to receive a grade of (C) average. [ASC Honors](#) provides an excellent guide to scheduling and study expectations.

Faculty feedback and response time

I am providing the following list to give you an idea of my intended availability throughout the course. (Remember that you can call **614-688-HELP** at any time if you have a technical problem.)

Grading and feedback

For large weekly assignments, you can generally expect feedback within **7-14 days**.

E-mail

Prof. Bayer will reply to e-mails within **24 hours on school days**.

Discussion board

We will check messages in the discussion boards every **48 hours on school days**.

Virtual office hours

Virtual office hours will be held through Ohio State's conferencing platform, Carmen Zoom. Dr. Bayer's digital meeting room can be accessed during posted office hours at this link: <https://osu.zoom.us/j/4327902829> (Links to an external site.). Students may use the audio and video functions if a webcam and microphone are available. If not, there is still a chat function within Zoom for the student to live chat with the professor in the virtual office hours room. A guide to accessing Zoom is available [online here](#) (Links to an external site.) and students can [access support for Carmen Zoom here](#) (Links to an external site.).

Common issues to avoid...

- **Carmen mail/messenger + submission comments.** Both of these are unreliable and the I will not check them regularly.
- **Weekend + evening emails.** Under most circumstances, I will respond to messages of this sort on the next business day.

- **Sending emails NOT from your OSU email.** Messages to our OSU accounts from non-OSU email services are regularly marked as spam and since their OSU cannot confirm their delivery, you may not use them as evidence of communication attempts.
- **Unprofessional emails.** Please ensure that your email messages are professional and informative by including your course info in the subject line, a salutation, adequate yet concise body text, closing, and your full name.
- **Emails that require immediate attention.** I aim to answer emails with 24 hours of receipt on business days. Be proactive and plan ahead.

Course Technology

For help with your password, university e-mail, Carmen, or any other technology issues, questions, or requests, contact the OSU IT Service Desk. Standard support hours are available at <https://ocio.osu.edu/help/hours>, and support for urgent issues is available 24x7.

- **Carmen:**
 - Carmen, Ohio State's Learning Management System, will be used to host materials and activities throughout this course. To access Carmen, visit [Carmen.osu.edu](https://carmen.osu.edu). Log in to Carmen using your name.# and password. If you have not setup a name.# and password, visit my.osu.edu.
 - Help guides on the use of Carmen can be found at <https://resourcecenter.odee.osu.edu/carmen>
 - **This online course requires use of Carmen (Ohio State's learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies, please request accommodations with your instructor.**
 - [Carmen accessibility](#)
- **Carmen Zoom:**
 - Office hours will be held through Ohio State's conferencing platform, Carmen Zoom. A separate guide to accessing Carmen Zoom and our office hours is posted on the course Carmen page under Files.
 - Students may use the audio and video functions if a webcam and microphone are available. If not, there is still a chat function within Carmen Zoom for the student to live chat with the professor or TA in the virtual office hours room.
 - [Carmen Zoom](#) help guide
- **Turnitin:**
 - Students at The Ohio State University are accountable for the integrity of the work they submit. Therefore, you should be familiar with the guidelines provided by the [Committee on Academic Misconduct \(COAM\)](#) and [Section A of OSU's](#)

[Code of Student Conduct](#) in order to meet the academic expectations concerning appropriate documentation of sources. In addition, OSU has made Turnitin, a learning tool and plagiarism prevention system, available to instructors. For this class, you will submit your papers to Turnitin from Carmen. When grading your work, I will interpret the originality report, following [Section A of OSU's Code of Student Conduct](#) as appropriate. For more information about Turnitin, please see [the vendor's guide for students](#). Note that submitted final papers become part of the OSU database.

- **Self-Service and Chat support:** <http://ocio.osu.edu/selfservice>
- **Phone:** 614-688-HELP (4357)
- **Email:** 8help@osu.edu
- **TDD:** 614-688-8743

Baseline technical skills necessary for online courses

- Basic computer and web-browsing skills
- Navigating Carmen

Necessary equipment

- Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection
- Web cam and microphone

Necessary software

- Word processor with the ability to save files under .doc, .docx, .rtf, or .pdf. Most popular word processing software programs including Microsoft Word and Mac Pages have these abilities.
- OSU students have access to Microsoft Office products [free of charge](#). To install, please visit https://osuitsm.service-now.com/selfservice/kb_view.do?sysparm_article=kb04733
- Access to Netlytic (via [this external URL](#)) and Synthesio (via [this external URL](#)) for data analysis and visualization. More information about accessing the analytics platforms will be provided within the software demonstrations and Carmen modules.
 - The privacy policy for Netlytic is available via [this external URL](#). The privacy policy for Synthesio is available [via this external URL](#).
 - Questions concerning the accessibility of the necessary social analytics software (i.e., Netlytic, Synthesio) can be addressed to the Office of Student Life Disability Services (SLDS). Please visit [this external URL](#) for more information.

University Policies

Student Academic Services

Arts and Sciences Advising and Academic Services' website provides support for student academic success. Information on advising issues such as tutoring, transfer credits, academic standing, and contact information for Arts and Sciences advisors can be obtained through this website. The site is: <http://advising.osu.edu/welcome.shtml>

Student Services

The Student Service Center assists with financial aid matters, tuition and fee payments. Please see their site at: <http://ssc.osu.edu>

Copyright Disclaimer

The materials used in connection with this course may be subject to copyright protection and are only for the use of students officially enrolled in the course for the educational purposes associated with the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.

Diversity

The School of Communication at The Ohio State University embraces and maintains an environment that respects diverse traditions, heritages, experiences, and people. Our commitment to diversity moves beyond mere tolerance to recognizing, understanding, and welcoming the contributions of diverse groups and the value group members possess as individuals. In our School, the faculty, students, and staff are dedicated to building a tradition of diversity with principles of equal opportunity, personal respect, and the intellectual interests of those who comprise diverse cultures.

Title IX

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories (e.g., race). If you or someone you know has been sexually harassed or assaulted, you may find the appropriate resources at <http://titleix.osu.edu> or by contacting the Interim Ohio State Title IX Coordinator, Molly Peirano, at titleix@osu.edu

Mental Health

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may

lead to diminished academic performance or reduce a student's ability to participate in daily activities. The Ohio State University offers services to assist you with addressing these and other concerns you may be experiencing. If you are or someone you know is suffering from any of the aforementioned conditions, you can learn more about the broad range of confidential mental health services available on campus via the Office of Student Life's Counseling and Consultation Service (CCS) by visiting ccs.osu.edu or calling 614--292--5766. CCS is located on the 4th Floor of the Younkin Success Center and 10th Floor of Lincoln Tower. You can reach an on-call counselor when CCS is closed at 614-292-5766. If you are thinking of harming yourself or need a safe, non-judgmental place to talk, or if you are worried about someone else and need advice about what to do, 24-hour emergency help is also available through the Suicide Prevention Hotline (Columbus: 614-221-5445)

COVID-19 and Illness Policies

University COVID policies

The university strives to make all learning experiences as accessible as possible. In light of the current pandemic, students seeking to request COVID-related accommodations may do so through the university's [request process](#), managed by Student Life Disability Services. If you anticipate or experience academic barriers based on your disability (including mental health, chronic, or temporary medical conditions), please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with Student Life Disability Services. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. **SLDS contact information:** slds@osu.edu; 614-292-3307; slds.osu.edu; 098 Baker Hall, 113 W. 12th Avenue.

Health and safety requirements

All students, faculty and staff are required to comply with and stay up to date on all university safety and health guidance (<https://safeandhealthy.osu.edu>), which includes wearing a face mask in any indoor space and maintaining a safe physical distance at all times. Non-compliance will result in a warning first, and disciplinary actions will be taken for repeated offenses.

Student illness or absence

If you are too ill to participate in this course due to COVID-19 or another illness, please contact the instructor as soon as you are able. All materials will be made available on Carmen, including lecture recordings and slides. Alternate assignments or extensions may be arranged.

Instructor illness or absence

If the *instructor* is too ill to teach the course for a period of time, the designated backup for this course will step in. You will be notified via email from the School of Communication.

Academic integrity policy

Policies for this online course

- **Written assignments:** All written assignments, communications, and posts should be your own original work. In formal assignments, you should follow **APA** style to cite the ideas and words of your research sources. You are encouraged to ask a trusted person to proofread your assignments before you turn them in – but no one else should revise or rewrite your work.
- **Reusing past work:** In general, you are prohibited in university courses from turning in work from a past class to your current class, even if you modify it. If you want to build on past research or revisit a topic you've explored in previous courses, please discuss the situation with me.
- **Falsifying research or results:** All research you will conduct in this course is intended to be a learning experience; you should never feel tempted to make your results or your library research look more successful than it was.

Academic Misconduct

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term “academic misconduct” includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct <http://studentlife.osu.edu/csc/>

Accessibility accommodations for students with disabilities

Requesting accommodations

Students with disabilities (including mental health, chronic or temporary medical conditions) that have been certified by the Office of Student Life Disability Services will be appropriately accommodated and should inform the instructor as soon as possible of their needs. The Office of Student Life Disability Services is located in 098 Baker Hall, 113 W. 12th Avenue; telephone 614- 292-3307, slds@osu.edu; slds.osu.edu.

Course Schedule

Unit A: Collecting Social Media Data

Module Weeks	Week Overview	Assignments
<p>Week 1</p> <p>Start: Tuesday 8/24</p> <p>End: Sunday 8/29</p>	<p>Introducing the Course</p> <ul style="list-style-type: none"> Lecture (Tuesday @ 3:55pm EST) Syllabus, Carmen, Assignments No Weekly Discussion 	<p>Required Reading:</p> <p>F&D Chapter 1, 2</p> <p>Wiener, A. (2018). What it's like to wallow in your own Facebook data. <i>The Atlantic</i>. [URL]</p>
<p>Week 2</p> <p>Start: Monday 8/30</p> <p>End: Sunday 9/5</p>	<p>Crowdsourcing via Live Labs</p> <ul style="list-style-type: none"> Lecture (Tuesday @ 3:55pm EST) TopHat, Tutorials, Feedback Prerecorded Video #1 Weekly Discussion #1 	<p>Required Reading:</p> <p>F&D Chapter 3, 4,</p> <p>Lampinen, A. (2016). Why we need to examine multiple social network sites. <i>Communication and the Public</i>, 1-5.</p>
<p>Week 3</p> <p>Start: Monday 9/6</p> <p>End: Sunday 9/12</p>	<p>Finding Social Analytics Tools</p> <ul style="list-style-type: none"> Lecture (Tuesday @ 3:55pm EST) APIs, Software, G2 Prerecorded Video #2 Weekly Discussion #2 	<p>Required Reading:</p> <p>F&D Chapter 5</p> <p>PC Magazine Report on 2020 social media analytics tools. [URL]</p>

<p>Week 4 Start: Monday 9/13 End: Sunday 9/19</p>	<p>Obtaining and Cleaning Data</p> <ul style="list-style-type: none"> • Lecture (Tuesday @ 3:55pm EST) • Data, CSVs, CSO • Prerecorded Video #3 • Weekly Discussion #3 	<p>Submission: Submit Software Comparison on Carmen [Due 9/19]</p> <p>Required Reading: F&D Chapter 6 Hogan, B. (2018). Social media giveth, social media taketh away: Facebook, friendships, and APIs. <i>International Journal of Communication</i>, 12, 592-611.</p>
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Unit B: Collecting Data via Netlytic

<p>Week 5 Start: Monday 9/20 End: Sunday 9/26</p>	<p>Collecting Data on Netlytic</p> <ul style="list-style-type: none"> • Lecture (Tuesday @ 3:55pm EST) • Netlytic Tutorial #1 • Prerecorded Video #4 • Weekly Discussion #4 	<p>Required Reading: F&D Chapter 7 Lewis, K. (2016). Three fallacies of digital footprints. <i>Big Data & Society</i>, 1-4.</p>
<p>Week 6 Start: Monday 9/27 End: Sunday 10/3</p>	<p>Text Analyses on Netlytic</p> <ul style="list-style-type: none"> • Lecture (Tuesday @ 3:55pm EST) • Netlytic Tutorial #2 • Prerecorded Video #5 • Weekly Discussion #5 	<p>Submission: Submit Netlytic Report #1 on Carmen [Due 10/3]</p> <p>Required Reading: F&D Chapter 8 Felt, M. (2016). Social media and the social sciences: How researchers employ Big Data analytics. <i>Big Data & Society</i>, 1-15.</p>
<p>Week 7 Start: Monday 10/4 End: Sunday 10/10</p>	<p>Network Analyses on Netlytic</p> <ul style="list-style-type: none"> • Lecture (Tuesday @ 3:55pm EST) • Netlytic Tutorial #3 • Prerecorded Video #6 • Weekly Discussion #6 	<p>Required Reading: F&D Chapter 9 Centola, D. (2016). Influential Networks. <i>Nature Human Behaviour</i>, 1-2.</p>

<p>Week 8 Start: Monday 10/11 End: Sunday 10/17</p> <p>Autumn Break</p>	<p>Building Reports on Netlytic</p> <ul style="list-style-type: none"> • Lecture (Tuesday @ 3:55pm EST) • Netlytic Tutorial #4 • Prerecorded Video #7 • Weekly Discussion #7 	<p>Submission:</p> <p>Submit Netlytic Report #2 on Carmen [Due 10/17]</p> <p>Required Reading:</p> <p>F&D Chapter 10</p> <p>Moe, W., & Schweidel, D. A. (2017). Opportunities for innovation in social media analytics. <i>Journal of Product Innovation and Management</i>, 697-702.</p>

Unit C: Collecting Data via Synthesio

<p>Week 9 Start: Monday 10/18 End: Sunday 10/24</p>	<p>Introducing Synthesio</p> <ul style="list-style-type: none"> • Lecture (Tuesday @ 3:55pm EST) • Synthesio Tutorial #1 • Prerecorded Video #8 • Weekly Discussion #8 	<p>Required Reading:</p> <p>Knaflic Chapter 1, 2</p> <p>Diesner, J. (2015). Small decisions with big impact on data analytics. <i>Big Data & Society</i>, 1-6.</p>
<p>Week 10 Start: Monday 10/25 End: Sunday 10/31</p>	<p>Filtering Data on Synthesio</p> <ul style="list-style-type: none"> • Lecture (Tuesday @ 3:55pm EST) • Synthesio Tutorial #2 • Prerecorded Video #9 • Weekly Discussion #9 	<p>Submission:</p> <p>Submit Case Study Proposal on Carmen. [Due 10/31]</p> <p>Required Reading:</p> <p>Knaflic Chapter 3</p> <p>Murphy, S. (2017). A hands-on guide to conducting psychological research on Twitter. <i>Social Psychological and Personality Science</i>, 8, 396-412.</p>
<p>Week 11 Start: Monday 11/1 End: Sunday 11/7</p>	<p>Generating Widgets on Synthesio</p> <ul style="list-style-type: none"> • Lecture (Tuesday @ 3:55pm EST) • Synthesio Tutorial #3 • Prerecorded Video #10 • Weekly Discussion #10 	<p>Required Reading:</p> <p>Knaflic Chapter 4</p> <p>Brooker, P., Barnett, J., & Cribbin, T. (2016). Doing social media analytics. <i>Big Data & Society</i>, 1-12.</p>

<p>Week 12 Start: Monday 11/8 End: Sunday 11/14</p>	<p>Building Reports on Synthesio</p> <ul style="list-style-type: none"> • Lecture (Tuesday @ 3:55pm EST) • Synthesio Tutorial #4 • Prerecorded Video #11 • Weekly Discussion #11 	<p>Submission: Submit Synthesio Report #1 on Carmen. [Due 11/14]</p> <p>Required Reading: Knaflic Chapter 5 Hogan, B., & Quan-Haase, A. (2010). Persistence and change in social media. <i>Bulletin of Science, Technology & Society</i>, 309-315.</p>
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Unit D: Storytelling with Social Traces

<p>Week 13 Start: Monday 11/15 End: Sunday 11/21</p>	<p>Describing Your Final Datasets</p> <ul style="list-style-type: none"> • Lecture (Tuesday @ 3:55pm EST) • Synthesio Tutorial #5 • Prerecorded Video #12 • Weekly Discussion #12 	<p>Required Reading: Knaflic Chapter 6 Park, M., & Macy, M. (2015). The paradox of active users. <i>Big Data & Society</i>, 1-4.</p>
<p>Week 14 Start: Monday 11/22 End: Sunday 11/28 Thanksgiving Break</p>	<p>Describing Your Final Figures</p> <ul style="list-style-type: none"> • No Online Lab • No TopHat Discussion • Enjoy your break! 	<p>Submission: Submit Synthesio Report #2 on Carmen [Due 11/28]</p> <p>Required Reading: Knaflic Chapter 7 boyd, D., & Crawford, K. (2012). Critical questions for big data: Provocations for a cultural, technological, and scholarly phenomenon. <i>Information, Communication & Society</i>, 662-679.</p>

<p>Week 15 Start: Monday 11/29 End: Friday 12/5</p>	<p>Storytelling through Reports</p> <ul style="list-style-type: none">• Lecture (Tuesday @ 3:55pm EST)• Case Report Check-Ins• Final Takeaways	<p>Submission: Submit Case Study Report on Carmen [Due 12/7]</p> <p>Required Reading: Knaflic Chapter 8 Stone, B. (2016). Twitter's cofounder on creating opportunities. <i>Harvard Business Review</i>, 1-10.</p>
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#4558

Social Media Analytics
The Ohio State University
Journalism 216, Thursdays @ 3:00pm

Course Instructor

Prof. Joseph Bayer, Ph.D.
bayer.66@osu.edu
Include 4558 Thurs in Subject

Office Hours

Thursdays
Derby Hall 3143
12:30-2:30pm (or by appt.)

Course Description

This course represents an introduction to analyzing social media data with an emphasis on the implications for communication strategy, market research, and technology history. How do we know whether a feature on the new iPhone is working? What type of consumers are most likely to buy a given product? How does the perception of a platform change after a crisis? Social media streams can provide valuable insights into users, brands, audiences, and technologies. The course is composed of two primary parts: (1) an overview of the approaches and challenges associated with doing social media research, and (2) an involved project in which you will apply the knowledge gained to a self-determined case study on a social platform.

Objectives and Outcomes

The primary objectives of this course are to teach students how to obtain, monitor, and evaluate digital traces from online social platforms. When we are finished, you will be prepared to approach future industry and academic problems with an understanding of how social media data can help accomplish your goals. You will learn the advantages/disadvantages of using social media data, how to operate an established analytics platform, and how to complete a novel research project using social listening. Altogether, you will acquire the fundamental knowledge and skills needed to work with social media data to approach new problems.

Course Materials

Be aware this is a tech-forward class, in which we will move quickly between 5 platforms:

1. Carmen (for Class Materials)
2. TopHat (for Hybrid Activities)
3. Google (for In-Class Activities)
4. Netlytic (for Social Analytics)
5. Synthesio (for Social Analytics)

Students are also recommended to acquire two books that serves to compliment the online and offline course activities. Combining business and academic perspectives, Lutz Finger (Snap) and Dr. Soumitra Dutta's (Cornell University) *Ask, Measure, Learn* will provide insights into the communication strategies for conducting robust analytics from an industry standpoint. In addition, students are recommended to acquire *Storytelling with Data* to augment the course's focus on visualizing and presenting data in a efficacious manner.

Finger, L. & Dutta, S. (2014). *Ask, Measure, Learn: Using Social Media Analytics to Understand and Influence Customer Behavior*. Sebastopol, CA: O'Reilly.

Knafllic, C. N. (2015). *Storytelling with Data: A Visualization Guide for Business Professionals*. Hoboken, NJ: Wiley.

Course Format

The course is composed of one weekly offline (in-person) class and regular online activities. On most days, classes will be composed of hybrid activities as individuals or within groups. Class time will be split between teaching analytics skills and rehearsing learned skills through an involved case study, which represents a substantial portion of the course grade.

Grade Distribution

This class has 200 possible points. Points are distributed as follows:

Class Attendance	20 points
Hybrid Activities	16 points
Online Quizzes	24 points
Platform Report	8 points
Netlytic Report	20 points
Synthesio Report	12 points
Case Proposal	20 points
Case Blueprint	20 points
Case Poster	60 points

Individual Requirements (100 points)

- **Class Attendance (20 pts.)**
 - Attendance will be taken each lab via TopHat. Students will be allowed **ONE** absence for personal matters (i.e., no excuse necessary) during the semester. For each unexcused absence after that, two points will be deducted.
- **Hybrid Activities (16 pts.)**
 - A participation grade will be assigned based on your completion of four hybrid (in-n-out-of-class) activities. Crowdsourcing activities will begin in-class as a team or group. Responses will be submitted as individuals via TopHat by next class.
- **Online Quizzes (24 pts.)**
 - Four online quizzes will be posted on Carmen during the semester based on the course readings and lessons. Students can take them at their discretion.
- **Platform Report (8 pts.)**
 - You will recommend implementation of a social media analytics platform to a self-selected company. See assignment instructions on Carmen.
- **Netlytic Report (20 pts.)**
 - You will report the results of text and network analyses related to a self-selected product on Netlytic. See assignment instructions on Carmen.
- **Synthesio Report (12 pts.)**
 - You will provide a summary report concerning the brand selected by the class this semester. See assignment instructions on Carmen.

Team Requirements (100 points)

- **Case Proposal (20 pts.)**
 - In teams of 3 or 4 individuals, you will propose a case study on a “social technology” in front of the class. Make-up presentations will be arranged for excused or unavoidable circumstances only (e.g., deaths, personal/family illness, emergencies) with written verification. See assignment instructions on Carmen.
- **Case Blueprint (20 pts.)**
 - Your case team will provide the research design for your case study, including how exactly you will employ data from Synthesio to learn about your chosen platform. See assignment instructions on Carmen.
- **Case Poster (60 pts.)**
 - Your case team will complete the analytics project detailed in your Case Blueprint. After conducting your analysis, you will make a poster to represent your project and its key findings. I will provide detailed instructions as the semester progresses. Toward the end of the semester, we will transition from focusing on hybrid activities to your case projects. As the largest share of your grade for the class, the poster will be scrutinized and used to evaluate the overall effectiveness of your research project. See assignment instructions on Carmen.

Course Policies and Procedures

By staying enrolled in this class, the student agrees to abide by the policies described in the syllabus. Students are expected to act responsibly and abide by the following policies:

Academic Misconduct. Academic misconduct will not be tolerated on any occasion. It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term “academic misconduct” includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct <http://studentlife.osu.edu/csc/>. Note that final papers and research proposals will be submitted to turnitin.com. Work that has been submitted to other courses will count as plagiarism even if you were the originator of that work.

Graduating Seniors and Other Students. Graduating seniors (and other students) who “need” this course to graduate should work especially hard to ensure that they will pass this course. To be fair to all students in the class, there will *not* be opportunities for students to re-take exams or re-complete assignments in order to raise their grades. *It is the student’s responsibility* to ensure that he or she receives a passing final grade by working diligently and responsibly throughout the semester. *Exceptions will not be made.*

Commitment to Diversity. The School of Communication at The Ohio State University embraces and maintains an environment that respects diverse traditions, heritages, experiences, and people. Our commitment to diversity moves beyond mere tolerance to recognizing, understanding, and welcoming the contributions of diverse groups and the value group members possess as individuals. In our School, the faculty, students, and staff are dedicated to building a tradition of diversity with principles of equal opportunity, personal respect, and the intellectual interests of those who comprise diverse cultures.

Title IX

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories (e.g., race). If you or someone you know has been sexually harassed or assaulted, you may find the appropriate resources at <http://titleix.osu.edu> or by contacting the Ohio State Title IX Coordinator, Kellie Brennan, at titleix@osu.edu.

Requesting Accommodations

The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know via email immediately so that we can privately discuss options. You are also welcome to register with Student Life Disability Services to establish reasonable accommodations. After registration, you should make arrangements with me as soon

as possible to discuss your accommodations so that they may be implemented in a timely fashion. SLDS contact information: slds@osu.edu; 614-292-3307; 098 Baker Hall, 113 W. 12th Avenue.

Taking Care of Yourself. As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. The Ohio State University offers services to assist you with addressing these and other concerns you may be experiencing. If you are or someone you know is suffering from any of the aforementioned conditions, you can learn more about the broad range of confidential mental health services available on campus via the Office of Student Life's Counseling and Consultation Service (CCS) by visiting ccs.osu.edu or calling 614--292--5766. CCS is located on the 4th Floor of the Younkin Success Center and 10th Floor of Lincoln Tower. You can reach an on-call counselor when CCS is closed at 614-292-5766. If you are thinking of harming yourself or need a safe, non-judgmental place to talk, or if you are worried about someone else and need advice about what to do, 24 hour emergency help is also available through the Suicide Prevention Hotline (Columbus: 614-221-5445 / National: 800-273-8255); or text (4hope to 741741); or at suicidepreventionlifeline.org.

Tentative Nature of this Syllabus. This syllabus is an agreement between the instructor and the student. Events that transpire over the semester may require me to modify the syllabus. In the event I need to modify the syllabus, I will announce the modification in class. However, it is your responsibility to keep up with any such modifications and be aware of current policies.

Students with disabilities that have been certified by the Office for Disability Services will be appropriately accommodated and should inform the instructor as soon as possible of their needs. The Office for Disability Services is located in 098 Baker Hall, 113 W. 12th Avenue; telephone 292-3307, TDD 292-0901; <http://www.ods.ohio-state.edu/>.

Course Grading

At the end of the course, dividing your total number of points by 200 will yield your final course grade percentage. Letter grades will be assigned using the grading scheme below.

93 - 100 (A)	80 - 82.9 (B-)	67 - 69.9 (D+)
90 - 92.9 (A-)	77 - 79.9 (C+)	60 - 66.9 (D)
87 - 89.9 (B+)	73 - 76.9 (C)	Below 60 (E)
83 - 86.9 (B)	70 - 72.9 (C-)	

Graduating seniors (and other students) who “need” this course to graduate should work especially hard to ensure that they will pass this course. To be fair to all students in the class, there will *not* be opportunities for students to re-complete assignments in order to raise their grades. *It is the student’s responsibility* to ensure that he or she receives a passing final grade by working diligently and responsibly throughout the semester. *Exceptions will not be made.*

This syllabus is an agreement between the instructor and the student. Events that transpire over the semester may require me to modify the syllabus. In the event that I need to modify the syllabus, I will announce the modification in class. However, it is your responsibility to keep up with any such modifications and be aware of current policies, deadlines, etc.

By staying enrolled in this class, the student agrees to abide by the policies described above.

Mini-Schedule

Week	Date	Content	Assignment Due @ 3pm
1	Jan 9	Intro v0.1	Bring Yourself
2	Jan 16	Intro v1.0	Activity HQ Sign-Up
3	Jan 23	Unit A.1	Hybrid Activity A
4	Jan 30	Unit A.2	Hybrid Activity B
5	Feb 6	Unit A.3	Platform Report
6	Feb 13	Unit B.1	Online Quiz #1
7	Feb 20	Unit B.2	Hybrid Activity C
8	Feb 27	Cases	Netlytic Report
9	Mar 5	Unit B.3	Online Quiz #2
10	Mar 12	Break	Hybrid Activity D
11	Mar 19	Unit C.2	Case Slides
12	Mar 26	Unit C.3	Online Quiz #3
13	Apr 2	Unit D.1	Case Blueprint
14	Apr 9	Unit D.2	Synthesio Report
15	Apr 16	Unit D.3	Online Quiz #4
16	April 23	Finals	Case Poster

Full Course Schedule

WEEK 1 (Jan 9)

Opening and Overview

WEEK 2 (Jan 16)

Learning through Co-Construction and Crowdsourcing

Assignment Due: Activity HQ Sign-Up

Key Reading: Birnholtz, J., Hancock, J., & Retelny, D. (2013). Tweeting for class: co-construction as a means for engaging students in lectures. *Proceedings of CHI*, 797-800.

Unit A: Collecting Data Traces

WEEK 3 (Jan 23)

Collecting Social Media Data and (Mostly) Simple Programming

Assignment Due: Hybrid Activity A

Key Reading: Brooker, P., Barnett, J., & Cribbin, T. (2016). Doing social media analytics. *Big Data & Society*, 1-12.

- **See also...** F&D Ch. 9

WEEK 4 (Jan 30)

Basic Text and Network Analytics via Netlytic Freeware

Assignment Due: Hybrid Activity B

Key Reading: Felt, M. (2016). Social media and the social sciences: How researchers employ Big Data analytics. *Big Data & Society*, 1-15.

WEEK 5 (Feb 6)

Combining Social Science and Social Media Analytics

Assignment Due: [Platform Report](#)

Key Reading: van Atteveldt, W., & Peng, T. (2018). When communication meets computation: Opportunities, challenges, and pitfalls in computational communication science. *Communication Methods & Measures*, 12, 81-92.

- **See also...** Murphy, S. (2017). A hands-on guide to conducting psychological research on Twitter. *Social Psychological and Personality Science*, 8, 396-412.

Unit B: Questioning Data Sources

WEEK 6 (Feb 13)

Contextualizing and Questioning the Meaning of Digital Data

Assignment Due: Online Quiz #1

Key Reading: Shaw, R. (2015). Big data and reality. *Big Data & Society*, 1-4.

- **See also...** Ankerson, M. (2015). Social media and the “Read-Only” Web: Reconfiguring social logics and historical boundaries, 1-12.

WEEK 7 (Feb 20)

Reconsidering the (Un)Availability of Social Media Data

Assignment Due: Hybrid Activity C

Key Reading: Hogan, B. (2018). Social media giveth, social media taketh away: Facebook, friendships, and APIs. *International Journal of Communication*, 12, 592-611.

WEEK 8 (Feb 27) – CASES WORKSHOP

Assignment Due: [Netlytic Report](#)

WEEK 9 (Mar 5)

Critiquing Big Data and the Implications for Society

Assignment Due: Online Quiz #2

Key Reading: boyd, D., & Crawford, K. (2012). Critical questions for big data: Provocations for a cultural, technological, and scholarly phenomenon. *Information, Communication & Society*, 662-679.

Unit C: Spotting Data Problems

WEEK 10 (Mar 12) – SPRING BREAK

Analytics Questions (Induction?) vs. Hypotheses (Deduction!)

Assignment Due: Hybrid Activity D

Key Reading: Lewis, K. (2016). Three fallacies of digital footprints. *Big Data & Society*, 1-4.

- **See also...** F&D Ch. 8

WEEK 11 (Mar 19)

Time to Propose: Making a Case for Your Case Study

Assignment Due: **Case Slides**

Key Reading: McFarland, D. A., & McFarland, H. R. (2015). Big Data and the danger of being precisely inaccurate. *Big Data & Society*, 1-4.

- **See also...** Park, M., & Macy, M. (2015). The paradox of active users. *Big Data & Society*, 1-4.

WEEK 12 (Mar 26)

Picking Social Media Unicorns... and Social Data Outliers

Assignment Due: Online Quiz #3

Key Reading: Diesner, J. (2015). Small decisions with big impact on data analytics. *Big Data & Society*, 1-6.

Unit D: Telling Data Stories

WEEK 13 (Apr 2)

Looking Beyond the Big Social Media Platforms

Assignment Due: **Case Blueprint**

Key Reading: Lampinen, A. (2016). Why we need to examine multiple social network sites. *Communication and the Public*, 1-5.

- **See also...** Hogan, B., & Quan-Haase, A. (2010). Persistence and change in social media. *Bulletin of Science, Technology & Society*, 309-315.

WEEK 14 (Apr 9)

Guest Speaker! Imagining the Real World...

Assignment Due: **Synthesio Report**

Key Reading: Moe, W., & Schweidel, D. A. (2017). Opportunities for innovation in social media

analytics. *Journal of Product Innovation and Management*, 697-702.

- **See also...** Stone, B. (2016). Twitter's cofounder on creating opportunities. *Harvard Business Review*, 1-10.

WEEK 15 (Apr 16)

Visualizing vs. Storytelling with Social Media Data

Assignment Due: Online Quiz #4

Key Reading: Natale, S. (2016). Unveiling the Biographies of Media: On the Role of Narratives, Anecdotes, and Storytelling in the Construction of New Media's Histories. *Communication Theory*, 1-19.

- **See also...** Peters, John Durham (1999). *Speaking into the Air: A History of the Idea of Communication*. University of Chicago Press.

Arts and Sciences Distance Learning Course Component Technical Review Checklist

Course: COMM 4558

Instructor: Professor Joesph Bayer, Ph. D.

Summary: Social Media Analytics

Standard - Course Technology	Yes	Yes with Revisions	No	Feedback/Recomm.
6.1 The tools used in the course support the learning objectives and competencies.	X			<ul style="list-style-type: none"> Office 365 Carmen Netlytic Synthesio
6.2 Course tools promote learner engagement and active learning.	X			<ul style="list-style-type: none"> Zoom Asynchronous lectures, and synchronous lab sessions. Carmen discussion boards.
6.3 Technologies required in the course are readily obtainable.	X			All tech is available for free via OSU site license.
6.4 The course technologies are current.	X			The majority of the tech is web based and updated regularly.
6.5 Links are provided to privacy policies for all external tools required in the course.		X		The link to Netlytic and takes you to a page where the privacy policy can be found, but no direct link it present. I cannot locate a privacy policy for Synthesio. You may need to contact the company for a copy of their privacy policy to include in the syllabus.
Standard - Learner Support				
7.1 The course instructions articulate or link to a clear description of the technical support offered and how to access it.	X			Links to 8HELP are provided as is a link to the JASP home page where support links are present.
7.2 Course instructions articulate or link to the institution's accessibility policies and services.	X			a
7.3 Course instructions articulate or link to an explanation of how the institution's academic support services and resources can help learners succeed in the course and how learners can obtain them.	X			b
7.4 Course instructions articulate or link to an explanation of how the institution's student services and resources can help learners succeed and how learners can obtain them.	X			c
Standard – Accessibility and Usability				
8.1 Course navigation facilitates ease of use.	X			Recommend using the Carmen Distance Learning "Master Course" template developed by ASC and available in the Canvas Commons to provide student-users with a consistent user experience in terms of navigation and access to course content.
8.2 Information is provided about the accessibility of all technologies required in the course.		X		Accessibility policies must be included for Netlytic and Syntehsio. I cannot seem to find either on their respective websites. Please reach out to the two companies and obtain

				copies of their accessibility policies.
8.3 The course provides alternative means of access to course materials in formats that meet the needs of diverse learners.	X			Recommend that resources be developed to address any requests for alternative means of access to course materials.
8.4 The course design facilitates readability	X			Recommend using the Carmen Distance Learning "Master Course" template developed by ASC and available in the Canvas Commons to provide student-users with a consistent user experience in terms of navigation and access to course content.
8.5 Course multimedia facilitate ease of use.	X			All assignments and activities that use the Carmen LMS with embedded multimedia facilitates ease of use. All other multimedia resources facilitate ease of use by being available through a standard web browser.

Reviewer Information

- Date reviewed: 1/11/21
- Reviewed by: Ian Anderson

Notes: As long as the instructor identifies any accessibility needs resulting from the requirement to use JASP, this should be good to go!

^aThe following statement about disability services (recommended 16 point font):
The university strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability including mental health, chronic or temporary medical conditions, please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with Student Life Disability Services. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. **SLDS contact information:** slds@osu.edu; 614-292-3307; 098 Baker Hall, 113 W. 12th Avenue.

^bAdd to the syllabus this link with an overview and contact information for the student academic services offered on the OSU main campus. <http://advising.osu.edu>

^cAdd to the syllabus this link with an overview and contact information for student services offered on the OSU main campus. <https://contactbuckeyelink.osu.edu/>

Communication

Curriculum map, indicating how program goals are accomplished via specific courses.

Program learning goals

Goal 1. Students demonstrate knowledgeable of communication concepts, theories, and principles within a social science framework to understand the role of communication in society.

Goal 2. Students are competent in practicing communication for a range of purposes, audiences, contexts and modalities.

Goal 3. Students are sufficiently trained and prepared to obtain employment in the field of communication or related to the field of communication.

	Goal 1: Comm Principles	Goal 2: Comm Practice	Goal 3: Career Preparation
Premajor			
1100	Basic		
1101	Basic		
Research Methods (4 cr. req.)			
3160(H)	Intermediate	Intermediate	
3163	Intermediate		
3165	Intermediate		
Core Requirements			
<i>Comm Analysis & Engagement</i>			
2110	Basic	Intermediate	
2367(H)	Basic	Intermediate	
3440	Intermediate	Intermediate	
3620	Intermediate	Intermediate	
<i>Comm Tech</i>			
2367(H)	Basic	Intermediate	Intermediate
2511	Basic	Intermediate	Intermediate
2540	Basic	Basic	Basic
3554	Intermediate	Intermediate	Intermediate
<i>Strategic Comm</i>			
2321	Basic	Intermediate	Intermediate
2331	Basic	Intermediate	Intermediate
3333 <i>or</i>	Basic	Intermediate	Intermediate
3444	Intermediate	Intermediate	Basic
3334	Basic	Advanced	Intermediate
4337	Basic	Advanced	Intermediate
Experiential Learning (3 cr. req.)			
3188	Intermediate	Intermediate	Advanced
3800	Intermediate	Advanced	Advanced
4191			Advanced
4998	Advanced	Advanced	
4999(H)	Advanced	Advanced	
Focus Area Electives			
<i>Comm Analysis & Engagement (15 credit hours required)</i>			
2131	Basic	Intermediate	
2596	Basic	Basic	
3325	Intermediate	Intermediate	Intermediate

	Goal 1: Comm Principles	Goal 2: Comm Practice	Goal 3: Career Preparation
3330	Basic	Intermediate	Basic
3331	Intermediate	Intermediate	
3332	Intermediate	Intermediate	Basic
3340	Intermediate	Intermediate	
3402	Intermediate	Basic	
3403	Intermediate		
3404	Intermediate		
3413	Intermediate		
3415	Basic	Intermediate	
3442	Intermediate		
3450	Intermediate	Basic	
3466	Intermediate		
3597.01	Intermediate		
3597.02	Intermediate		
3624	Intermediate	Intermediate	Intermediate
3628	Advanced	Intermediate	Intermediate
3629	Intermediate	Intermediate	Intermediate
3662	Intermediate	Intermediate	
3667	Intermediate	Intermediate	Basic
3668	Intermediate	Intermediate	Basic
4240		Intermediate	
4401	Intermediate		
4445	Intermediate	Intermediate	
4600		Intermediate	
4635		Intermediate	Intermediate
4736	Intermediate	Intermediate	
4737	Intermediate	Intermediate	Basic
4738	Intermediate	Intermediate	
4814	Intermediate	Intermediate	
4820	Intermediate	Intermediate	
<i>Comm Tech (6 credit hours required)</i>			
3513	Intermediate	Intermediate	Basic
3558	Intermediate	Intermediate	
4557	Advanced	Advanced	Intermediate
4558	Advanced	Advanced	Intermediate
4665	Advanced	Advanced	Intermediate
4738	Advanced	Advanced	Intermediate
<i>Strategic Comm (9 credit hours required)</i>			
2367(H)	Basic	Intermediate	Intermediate
2511	Basic	Intermediate	Intermediate
3325	Intermediate	Intermediate	Intermediate
3330	Basic	Intermediate	Intermediate
3332	Intermediate	Intermediate	Intermediate
3333	Basic	Intermediate	Intermediate
3340	Intermediate	Intermediate	Intermediate
3345	Basic	Intermediate	Intermediate
3444	Intermediate	Intermediate	Intermediate
3558	Intermediate	Intermediate	
3628	Advanced	Intermediate	Basic
3668	Intermediate	Intermediate	Basic

	Goal 1: Comm Principles	Goal 2: Comm Practice	Goal 3: Career Preparation
4445	Intermediate	Intermediate	Intermediate
4558	Basic	Advanced	Intermediate
Special Topic Elective			
<i>Comm Tech (9 credit hours required)</i>			
3330	Basic	Intermediate	Intermediate
3331	Intermediate	Intermediate	Intermediate
3513	Intermediate	Intermediate	Basic
3545	Intermediate	Intermediate	Intermediate
4511	Intermediate	Advanced	Intermediate
4555	Advanced	Advanced	Intermediate
4556	Advanced	Advanced	Intermediate
4557	Advanced	Advanced	Intermediate
4665	Advanced	Advanced	Intermediate
CS&E 2123			
<i>Strat Comm (3 credit hours required)</i>			
2110	Basic	Intermediate	Basic
2131	Basic	Intermediate	Intermediate
2367 (H)	Basic	Intermediate	Intermediate