

**Autumn 2018**  
**COMM4554 Social Media [Hybrid]**

**Instructor:** Dr. Roselyn J. Lee-Won  
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**Location & Time:** Wed 2:20pm-4:10pm (Journalism 216)  
**Office Hours:** Wed 11:00am-12:00pm or by appointment (Derby 3074)

**Course Description and Objectives**

This course is designed to help students (1) acquire theoretical and practical knowledge about social media and (2) understand the ways in which social media influence important social domains.

Specifically, we aim to address the following questions:

1. What are social media, and what are the implications of media becoming “social”?
2. How are social media different from traditional mass media and from the “older” forms of computer-mediated communication (CMC)?
3. What strategies should individuals and organizations adopt to use social media effectively? What are some of the pitfalls should individuals and organizations avoid?

**Course Format**

This course is a **hybrid course**, which means that the course has **offline (in class) and online components**. There will be a set of weekly online activities assigned; through these activities, we fulfill what would have been the second class in a variety of ways, which include online reading quizzes, watching videos, posting reflections on Carmen, and so forth. To get most out of the hybrid format, we will take a *flipped classroom* approach: For most of the weeks, students will first engage themselves with the online materials and then discuss the content in greater depth with the guidance of the instructor.

**Course Readings**

All required readings will be accessible through our Carmen site.

☀ **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.

**IMPORTANT NOTES ON EMAIL COMMUNICATION**

***Please observe the following when you reach out to me via emailing.***

- *Include our course number (Comm4554) in the subject line*
- *Do not send a message through Carmen – Use the OSU email system (or preferred email services such as Gmail)*
- *Follow business email etiquette: (1) Include a clear, direct subject line and (2) use proper salutations*

### **OSU School of Communication Diversity Statement**

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 Statement**

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 OSU Title IX Coordinator, Kellie Brennan, at [titleix@osu.edu](mailto:titleix@osu.edu).

### **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**

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, 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](mailto:slds@osu.edu) ; 614-292-3307; [slds.osu.edu](http://slds.osu.edu) ; 098 Baker Hall, 113 W. 12th Avenue.

## Grading Information

### Graded Course Elements

| Categories and Sub-categories of Graded Elements |                       | Pts |
|--|-----------------------|-----|
| Attendance & Participation                       |                       | 40  |
| Online Quizzes (10pts x 6)                       |                       | 60  |
| Exams  | Exam 1                | 90  |
|  | Exam 2                | 160 |
| Individual Assignments                           | Professional Profile  | 5   |
|  | Twitter Following     | 15  |
|  | Course Reflections    | 10  |
| Team Project                                     | Milestones (5pts x 4) | 20  |
|  | Presentation (Gr)     | 35  |
|  | Paper (Gr)            | 45  |
|  | Peer Evaluations      | 20  |
| Total  |                       | 500 |

### Grading Scale

| Letter Grade | Grade Cut-Off |       |
|--------------|---------------|-------|
|              | Percentages   | Pts   |
| A            | 93%           | 465   |
| A-           | 90%           | 450   |
| B+           | 87%           | 435   |
| B            | 83%           | 415   |
| B-           | 80%           | 400   |
| C+           | 77%           | 385   |
| C            | 73%           | 365   |
| C-           | 70%           | 350   |
| D+           | 67%           | 335   |
| D            | 60%           | 300   |
| E            | < 60%         | < 299 |

(Gr) Assessment will be made on a group basis.

## Course Requirements

### 1. Attendance & In-Class Participation

- As a hybrid-format course that meets offline once a week, students are expected to actively participate in offline, in-class activities. Attendance will be taken for most class meetings.
- You are allowed to use a **maximum of TWO penalty-free absences. You are NOT required to notify the instructor of these absences (although I'd appreciate your heads-up).**
- **Beyond the TWO penalty-free absences, students should submit a copy of official documentation** (e.g., doctor's note, interview invitation email...) to avoid penalization. **An undocumented absence will result in a deduction of -3 points.**
- **THREE OR MORE undocumented absences beyond the penalty-free absences will lower your final grade by half letter grade** (e.g., A → A-, A- → B+).
- The instructor does reserve the right to lower the overall participation scores of those who repeatedly cause distractions or do not pay attention to class activities.

### 2. In-Class Exams

- Both Exam 1 and Exam 2 will contain true-false and multiple-choice questions.
- Exam guides and review sessions will be provided.

### 3. Online Quizzes (NINE online quizzes; THREE lowest scores dropped)

- Students will be required to take online quizzes via Carmen (note the dates in the schedule). The quizzes are designed to engage students with the required reading assignments and other assigned materials ahead of in-class sessions. **Unless otherwise noted, the quizzes will be activated by the end of Thursday and will close at 11:59pm on the following Tuesday.**
- **There will be a sufficient amount of time and flexibility for you to complete each quiz.** For example, if you miss a quiz and get a “0” for the quiz, this will be dropped as one of the lowest scores. **Thus, make-up requests for missed quizzes will NOT be considered, and there will be no exceptions.**

### 4. Individual Assignments

- Specific instructions for each assignment will be provided on Carmen. Below are brief descriptions of the assignments:

#### a. Professional Profile

Construct a personal profile similar to profiles featured on professional networking sites such as *LinkedIn*. When you create the profile, be sure to use a picture of yourself that you’d present yourself as professionally as possible.

#### b. Twitter Following

Follow a celebrity or a public figure on Twitter and write a short paper on the Twitter following experience.

**Note: Those who have work experience relevant to social media will be invited to be panelists for the *Social Media at Work Panel* (note the date in the Course Schedule) and will be waived from this assignment. Please contact the instructor if you are interested in this option.**

#### c. Course Reflection Paper

Write a short reflection paper on theories, concepts, and phenomena covered in this course.

### 5. Group Project

- *In a team of four to five (or six, if need be) members*, students will conduct a project in which they will analyze organizations’ social media practices and behaviors.
- This final project will be composed of (1) a series of online posts on project milestones, (2) team presentation, (3) team paper, and (4) peer evaluation. ***Specific guidelines on the project will be provided during Week 3.***

## Course Policies

### 1. Respect for the class community as a whole

- When in class, you should give your full attention to any person who is speaking (whether it is the professor or another student). Do not engage in any distracting/disruptive behaviors.
- *The instructor reserves the right to ask students engaging in distracting/disruptive behaviors during class to leave.*

## 2. Academic integrity

- **Academic misconduct will NOT be tolerated in this course.** The Ohio State University's Code of Student Conduct (Section 3335-23-04) defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process." **Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination.** The sanctions for the misconduct could include **a failing grade in the course, suspension, or even dismissal from the University.** Ignorance of the University's Code of Student Conduct is never considered an excuse for academic misconduct, so students should review the Code of Student Conduct specified by the Office of Student Life (<http://studentlife.osu.edu/csc/>).
- It is your responsibility to be aware of the rules of academic dishonesty. **When in doubt, be sure to consult your instructor before doing anything about which you are uncertain – DO NOT HESITATE TO ASK!**

## 3. Make-up policy

Exams and assignments can only be made up in the event of serious illness, death in the family, a religious conflict, or pre-approved university activity (e.g., athletic event).

- For a religious conflict or university activity, the request must be made in advance; otherwise, make-up/rescheduling will not be allowed.
- In the case of an illness, students will need to present documentation from a medical professional stating that the student's illness prevented them from taking the exam on the scheduled date. Documents that are not dated and do not indicate the severity of the illness will not be accepted.
- **No make-up will be allowed for the online quizzes because answer key will be made available after each quiz.**

## 4. Grading policy

- To keep the grading process fair to everyone in the class, the instructor will NOT make grade adjustments based on factors outside the grade components and course policies.
- Also, the instructor will NOT accept any end-of-semester requests to "round up" to the next grade level, no matter how close the scores are.

## 5. In-Class technology use

- Using technology during class for anything other than taking notes and/or referring to the readings and other course-related materials will negatively affect your participation grade.

## 6. Lecture notes policy

- **The instructor will NOT make full class lecture notes/slides available.** This is intended to minimize distractions during class and to prevent unauthorized distribution and misuse of lecture materials outside the class (which may constitute academic misconduct). Students should make every effort to attend class and take notes during class. If a student, for any reason, miss a class, it is the student's responsibility to (1) obtain notes from someone else in the class and/or (2) meet with the instructor during office hours to review the missed content.

## Course Schedule

- This syllabus presents a contract in the works. Events that happen over the semester may require me to modify the administration of the course; therefore, specific items listed in the table may be subject to change. If changes/adjustments need to be made, I will make announcements well in advance to help you to plan things ahead.

| Wk | Class Meeting Dates & Topics                          | Online Activities & Assignments   | Assigned Materials   | Offline (In-Class) Activities   | Other Logistics   |  |
|----|---|---|--|---|---|--|
| 1  | 08/22<br><b>Introduction</b>                          | N/A   | N/A  | <ul style="list-style-type: none"> <li>• Course introduction</li> </ul>   | <ul style="list-style-type: none"> <li>• Professional Profile instructions</li> </ul>   |  |
| 2  | 08/29<br><b>Social Media vs. Mass Media</b>           | <ul style="list-style-type: none"> <li>• Quiz 1 and Professional Profile assignment due on 08/28 (11:59pm)</li> </ul>                                 | <ul style="list-style-type: none"> <li>• Humphreys (2016, excerpts)</li> <li>• Rosen (2012)</li> <li>• O'Sullivan and Carr (nd, excerpts)</li> </ul>                               | <ul style="list-style-type: none"> <li>• Lecture &amp; discussion</li> <li>• Exercise on masspersonal communication</li> </ul>                      | <ul style="list-style-type: none"> <li>• Twitter Following instruction</li> <li>• Social Media @ Work Panel announcement</li> </ul> |  |
| 3  | 09/05<br><b>Technological Basis of Social Media</b>   | <ul style="list-style-type: none"> <li>• Quiz 2 due on 09/04 (11:59pm)</li> </ul>   | <ul style="list-style-type: none"> <li>• TEDTalk video on Reddit</li> <li>• Walther and Jang (2012)</li> <li>• Hayes, Carr, and Wohn (2016)</li> </ul>                             | <ul style="list-style-type: none"> <li>• Lecture &amp; discussion</li> </ul>  | <ul style="list-style-type: none"> <li>• Project guidelines</li> </ul>  |  |
| 4  | 09/12<br><b>The "Social" in Social Media</b>          | <ul style="list-style-type: none"> <li>• Quiz 3 due on 09/11 (11:59pm)</li> </ul>   | <ul style="list-style-type: none"> <li>• boyd &amp; Ellison (2008, excerpts)</li> <li>• Williams (2006, excerpts)</li> <li>• boyd et al. (2010)</li> </ul>                         | <ul style="list-style-type: none"> <li>• Lecture &amp; discussion (Social capital scale exercise)</li> <li>• Start forming project teams</li> </ul> |   |  |
| 5  | 09/19<br><b>Interacting with the Publics (1)</b>      | <ul style="list-style-type: none"> <li>• Quiz 4 due on 09/18 (11:59pm)</li> </ul>   | <ul style="list-style-type: none"> <li>• Barnes et al. (2015)</li> <li>• Barnes and Griswold (2016)</li> <li>• Barnes and Pavao (2017)</li> <li>• Lovejoy et al. (2012)</li> </ul> | <ul style="list-style-type: none"> <li>• Lecture &amp; discussion (Fortune 500 &amp; social media)</li> <li>• Finalize project teams</li> </ul>     |   |  |
| 6  | 09/26<br><b>Interacting with the Publics (2)</b>      | <ul style="list-style-type: none"> <li>• Quiz 5 due on 09/25 (11:59pm)</li> </ul>   | <ul style="list-style-type: none"> <li>• Frederick et al (2014)</li> <li>• Lee (2015)</li> </ul>   | <ul style="list-style-type: none"> <li>• Lecture &amp; discussion</li> <li>• Project group work</li> </ul>  | <ul style="list-style-type: none"> <li>• Project Milestones instruction</li> </ul>  |  |
| 7  | 10/03<br><b>Social Media @ Work &amp; Exam Review</b> | <ul style="list-style-type: none"> <li>• Twitter Following assignment due on 10/02 (11:59pm)</li> <li>• Milestone 1 due on 10/04 (11:59pm)</li> </ul> | <ul style="list-style-type: none"> <li>• Social media @ work panelists bios</li> <li>• Revisit readings from Wk2-Wk6</li> <li>• Exam 1 online guide</li> </ul>                     | <ul style="list-style-type: none"> <li>• Social Media @ Work panel presentation &amp; discussion</li> <li>• Exam 1 review</li> </ul>                |   |  |
| 8  | 10/10<br><b>Exam</b>                                  | <ul style="list-style-type: none"> <li>• Milestone 2 (reply to Milestone 1) due on 10/08 (11:59pm)</li> </ul>   | <b>Exam 1</b><br><b>(Regular class meeting time)</b>   |   |   |  |

| Wk | Class Meeting Dates & Topics                 | Online Activities & Assignments  | Assigned Materials   | Offline (In-Class) Activities   | Other Logistics  |
|----|--|--|--|---|--|
| 9  | 10/17<br><i>What Goes Viral?</i>             | <ul style="list-style-type: none"> <li>Quiz 6 due on 10/16 (11:59pm)</li> </ul>  | <ul style="list-style-type: none"> <li>Berger (2013) Ch. 1, 3, &amp; 5 (excerpts) &amp; online video</li> </ul>  | <ul style="list-style-type: none"> <li>Lecture &amp; discussion</li> <li>One-on-one team meetings/group work</li> </ul> | <ul style="list-style-type: none"> <li>Project presentation &amp; research paper instructions</li> <li>Introduction to Cohen and Hoffner (2016)</li> </ul> |
| 10 | 10/24<br><i>Virality on Social Media</i>     | <ul style="list-style-type: none"> <li>Quiz 7 due on 10/23 (11:59pm)</li> <li>Milestone 3 due on 10/25 (11:59pm)</li> </ul>                        | <ul style="list-style-type: none"> <li>Cohen and Hoffner (2016)</li> <li>Malhotra et al. (2012, 2013)</li> </ul>   | <ul style="list-style-type: none"> <li>Lecture &amp; discussion</li> <li>One-on-one team meetings/group work</li> </ul> |  |
| 11 | 10/31<br><i>Persistence and Ephemerality</i> | <ul style="list-style-type: none"> <li>Milestone 4 (reply to Milestone 3) due on 10/29 (11:59pm)</li> <li>Quiz 8 due on 10/30 (11:59pm)</li> </ul> | <ul style="list-style-type: none"> <li>Bayer et al. (2016)</li> <li>Spinda and Puckette (in press)</li> </ul>  | <ul style="list-style-type: none"> <li>Lecture &amp; discussion</li> <li>One-on-one team meetings/group work</li> </ul> |  |
| 12 | 11/07<br><i>The Dark Sides</i>               | <ul style="list-style-type: none"> <li>Quiz 9 due on 11/06 (11:59pm)</li> </ul>  | <ul style="list-style-type: none"> <li>Aaker and Smith (2010)</li> <li>Kawase et al. (2013)</li> </ul>   | <ul style="list-style-type: none"> <li>Lecture &amp; discussion</li> </ul>  |  |
| 13 | 11/14<br><i>Project Presentations (1)</i>    | <ul style="list-style-type: none"> <li><b>Presenting teams only:</b> Presentation slides due on 11/13 (11:59pm)</li> </ul>                         | <ul style="list-style-type: none"> <li>Project presentations</li> <li>Everyone: Mandatory audience feedback (counted toward Attendance &amp; Participation)</li> </ul> |   |  |
| 14 | 11/21  | <b>Thanksgiving Break: No Class</b>  |  |   |  |
| 15 | 11/28<br><i>Project Presentations (2)</i>    | <ul style="list-style-type: none"> <li><b>Presenting teams only:</b> Presentation slides due on 11/27 (11:59pm)</li> </ul>                         | <ul style="list-style-type: none"> <li>Project presentations</li> <li>Everyone: Mandatory audience feedback (counted toward Attendance &amp; Participation)</li> </ul> |   |  |
| 16 | 12/5<br><i>Wrapping Up &amp; Exam Review</i> | <ul style="list-style-type: none"> <li><b>Team Paper &amp; Peer Evaluations due on 12/04 (11:59pm)</b></li> </ul>                                  | <ul style="list-style-type: none"> <li>Exam 2 online guide</li> </ul>  | <ul style="list-style-type: none"> <li>Exam 2 review</li> </ul>   | <ul style="list-style-type: none"> <li>End-of-semester announcements</li> </ul>  |
| 17 | Course Reflections & Exam                    | <ul style="list-style-type: none"> <li><b>Course Reflection Paper due on 12/06 (11:59pm)</b></li> </ul>  | <b>Exam 2<br/>12/12 (Wed) 12:00-1:45pm</b>   |   |  |

☀ **Note on the exam schedule:**

Because the exams should be administered and graded in a fair manner for everyone enrolled in this course, alternative arrangements will be made only in the event of official university function (e.g., athletic event), family emergencies, serious illness, and medical needs that can be DOCUMENTED. Students should (1) notify me in advance and (2) provide formal and proper documentation to be considered for alternative arrangements.