

# COMM 2540: Introduction to Communication Technology Tu/Th 2:20-3:40pm, 021 Lazenby Hall

## Instructor Information

Instructor: Dr. Jessica Frampton

Office: 310 Journalism Building

Office hours: 11:00am-1:00pm EST Tuesdays & Thursdays (and by appointment)

Email: [frampton.22@osu.edu](mailto:frampton.22@osu.edu) (Please put "COMM 2540" in the subject line and adhere to the email protocol outlined below.)

Teaching Assistant/Grader: Kyla Brathwaite

Office: 3055 Derby Hall

Office hours: 1:00-2:00pm EST Mondays, Wednesdays, & Fridays

Email: [brathwaite.13@osu.edu](mailto:brathwaite.13@osu.edu)

## Course Description & Goals

This course is an introduction to major communication technologies and how people interact with and use them. Over the term, we will discuss a range of older, contemporary, and emerging media. We will be considering and discussing the varying impact communication technologies have on society, relationships, and individuals.

- Students will learn about the characteristics, functionality, and usage of communication technologies; a focus will be placed on identifying the unique properties of new communication technologies.
- Students will increase their knowledge of communication technology adoption and policy making.
- Students will increase their knowledge of the societal implications of traditional, new, and emerging communication technologies. Content will focus on historic, political, economic, relational, and psychological effects.
- Students will apply existing theory and research findings to better understand (1) their own use of communication technology, and (2) the possible effects of their technology usage.

## Required Textbook

Westerman, D., Bowman, N. D., & Lachlan, K. A. (2017). *Introduction to mediated communication: Social media and beyond* (2<sup>nd</sup> Ed.). Dubuque, IA: Kendall Hunt.

(ISBN: 978-1-5249-1234-5)

**Note:** You may purchase an electronic version of the text at roughly 50% of the cost directly from the publisher: <https://he.kendallhunt.com/product/introduction-mediated-communication-social-media-and-beyond-0>

I will provide other required media content, materials, and readings via Carmen throughout the semester.

## 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.

Self-Service and Chat support: <http://ocio.osu.edu/selfservice>

Phone: 614-688-HELP (4357)

Email: [8help@osu.edu](mailto:8help@osu.edu)

TDD number: 614-688-8743

## 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](http://carmen.osu.edu). Log into Carmen using your name.# and password. If you have not setup a name.# and password, visit [my.osu.edu](http://my.osu.edu).

Help guides on the use of Carmen can be found at <https://resourcecenter.odee.osu.edu/carmen>

If you need additional services to use these technologies, please request accommodations with your instructor and visit the following site: <https://community.canvaslms.com/docs/DOC-2061>

## Basic Technological Skills, Software, and Equipment Requirements

- You need basic computer and web-browsing skills.
- You need to be comfortable accessing and navigating Carmen.
- You need **a working OSU email address and Carmen announcement notifications enabled**. I will often send emails or create Carmen announcements to provide updates to you regarding course materials, assignment due dates, and other important elements relevant to the class. Thus, it is important that you are able to receive these emails and announcements in a timely manner.

- You need access to a high-speed internet connection. Many elements of the course are presented online, so it is essential that you can gain access to these materials, whether on your personal computer or using the university's computers and resources.
- You need access to a computer: current Mac (OS X) or PC (Windows 7+).
- You need a word processor with the ability to save files as **.doc, .docx, 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](https://osuitsm.service-now.com/selfservice/kb_view.do?sysparm_article=kb04733)

## Communicating with the Instructor

### Email

In general, students should refer first to the course syllabus and Carmen for due dates, assignment details, and other course information. Please reserve email messages for extenuating circumstances and points of administrative concern. **Please do not use Carmen messaging for communicating**, as I do not check this regularly, and it is unreliable.

In any email communication, students must put "COMM 2540" in the subject line and demonstrate professional courtesy in their message. Email messages that do not adhere to this policy may not receive a response.

Generally, you can expect me to reply to emails within 24 hours on weekdays. I may take up to 48 hours to respond on weekends. I will let you know if there are any circumstances that affect my ability to respond to emails for a particular week.

### Class Questions Discussion Board

If you have a question that you would like answered that would benefit the whole class (e.g., a question about clarifying assignment instructions, a question about using C-REP, a question about course content), you can post it on the Carmen discussion board titled "Class Questions." I will respond as soon as I am able. Your classmates might also respond to you if they know the answer.

Be sure to check previous posts in the discussion board to see if your question has already been asked and answered. Also make sure you check this syllabus and Carmen to see if your question is answered there before posting.

This discussion board is **NOT** where you ask questions about your own grades. Grades should be discussed privately with me or Kyla.

## Attendance, Professionalism, & Participation

### Attendance

Although attendance does not factor into your final grade per se, 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, and exams primarily draw on lecture material. You are also graded on your participation in in-class activities.

If you miss class for whatever reason, it is your responsibility to obtain notes and get any news or updates from a classmate; **notes will not be provided, and slides are not posted online**. If you miss class, you will not be able to make up any in-class work or extra credit opportunities without documentation of extreme extenuating circumstances.

Tardiness or leaving class early is unacceptable as it disrupts your colleagues' learning experience. In the event that you must enter or leave the classroom during lecture, do so as quickly and quietly as possible.

### Professionalism & Class Participation

**Professionalism and class participation count for 2.5% (5 points) of your grade.** You earn these points by participating in in-class activities and following the rules and guidelines outlined in this section of the syllabus.

Unprofessional communication is not tolerated in the workplace, nor will it be tolerated in this class. Mutual respect, willingness to listen, and an ability to constructively communicate about alternative viewpoints are necessary skills for this course. Remember that sarcasm does not always come across online. Please keep this in mind and remain civilized and respectful in all communications, whether in-person or online. Any disrespectful commentary will result in a grade penalty and possibly further consequences with the University depending on the severity of the offense.

Class disruptions and distractions (including talking during lecture, text messaging or other phone use, non-class computer activity, or reading non-class materials), threatening behavior, 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 School of Communication Director, the Dean of Students, and/or University Police.

**To be clear, technology (e.g., laptops, cellphones) should only be used for class-related activities.**

If you are contacting the instructor or TA, your tone and language should be professional

at all times. As noted above, you should also be sure to check the syllabus and Carmen before emailing us to ask questions about due dates, which textbook to purchase, etc.

Moreover, I love helping students with questions or concerns they might have, but we need to respect each other's time. As a result, if you schedule a meeting with me or Kyla outside of our regular office hours, we expect you to show up. If something comes up and you are unable to make the meeting, please email us ahead of time to notify us you will not be able to come to the meeting. We will do the same for you.

## Assignments

### Quizzes

All quizzes will be administered on Carmen. They are designed to assess your understanding of the readings, other course materials, and lectures. The quizzes will be open book/notes. Some of the material on the quizzes may reappear on exams. The quiz description in Carmen will state which material each quiz covers. **You have 1 attempt to take each quiz, and quizzes are timed.** Due dates are listed in the course calendar below. **I will drop your lowest quiz grade.**

### Group Introductions

It can be tough to make new friends in large introductory courses. So, I will assign you to a small group consisting of 10 to 15 students within Carmen. You will need to introduce yourself to your group. Specific instructions will be provided on Carmen and in lecture during the first week of class. My hope is that group members will help each other answer questions about the course, compile notes, and work through the exam study guides together. You will also use these same groups for some reflection assignments and in-class activities.

### Reflection Assignments

Most weeks I will provide a prompt that requires you to do an activity and write a brief reflection paper or discussion post. For instance, you might watch a video, play a game, or read an article. Then you will write a brief reflection paper or discussion post on the material based on a prompt I provide. The prompt will clearly state whether the assignment should be posted in a discussion board or turned into the appropriate Carmen drop box. Due dates are listed in the course calendar below.

**Please be aware that when you write a discussion post, you will be required to respond to others' posts as well.**

I will provide a general description of the criteria used for grading these assignments on Carmen, and **I will drop your lowest discussion and/or reflection assignment grade.**

**You will need to cite your sources for these assignments.** When we have academic discussions, please cite your sources to back up what you say. For the textbook or other course materials, list at least the title of the source along with page numbers and/or the chapter title (if available). For online sources, include a link.

## Midterm and Final Exams

The midterm and final exams will be taken in class on the dates listed in the course calendar below. Exams are closed-book. In other words, you may not use your notes, textbook, classmates, or other resources on the exams. The exams will cover information from textbook readings, other readings, and lecture. They will feature some combination of multiple choice, true/false, and matching style questions. I will design the questions to assess your definitional understanding of course content and ability to accurately apply, interpret, and evaluate human communication and behavior through the lens of course concepts.

## Extra Credit

Students may earn up to three points of extra credit by participating in the School of Communication's Communication Research Experience Program (C-REP). One hour of research participation is equal to one point of extra credit. A non-research participation alternative is also available if you do not wish to participate in studies or are ineligible to participate in a research study. The C-REP Fall 2019 Student Guide will be posted on Carmen as soon as it is available, and it has more details about research participation. If you want to obtain an alternate assignment or need to unlock your C-REP account, you will need contact the C-REP coordinator, Shannon Poulsen, at [poulsen.6@osu.edu](mailto:poulsen.6@osu.edu).

## Grading

### Grading Scale & Point Distribution

**A** = 93-100%    **B+** = 87-89.9%    **C+** = 77-79.9%    **D+** = 67-69.9%  
**A-** = 90-92.9%    **B** = 83-86.9%    **C** = 73-76.9%    **D** = 60-66.9%  
                          **B-** = 80-82.9%    **C-** = 70-72.9%    **E** = under 60%

|   |    |
|---|----|
| Professionalism & Participation   | 5  |
| Quizzes<br>(5 pts. each & your lowest score is dropped)                 | 45 |
| Reflection assignments<br>(10 pts. each & your lowest score is dropped) | 80 |
| Midterm exam  | 30 |
| Final exam  | 30 |

|                     |     |
|---------------------|-----|
| Group introductions | 10  |
| Total               | 200 |

### Late Work

Quizzes and assignments will not be accepted late without documentation of extreme extenuating circumstances (e.g., medical emergencies).

You are required to take the exams on the scheduled days. Missing the midterm or final will result in 0 points. Make-up exams will only be allowed in cases of extreme, unforeseen, and convincingly documented emergencies or official University-related absences. Unacceptable excuses include, but are not limited to: being out of town, oversleeping, having to work, and not being able to find a parking space.

Computer/technology problems will not be considered an acceptable justification for late work unless you have a note from IT/OCIO staff documenting an actual Carmen issue that affected your submission. Please note that IT/OCIO staff are able to see when you last logged in, what Carmen pages you navigated to, and how long you were on each page.

### A Note About Corrupted Files

You are responsible for ensuring the files you turn in are able to be opened. We grade the files we receive. If your file is corrupted so that we cannot open it, you will receive a 0. Make sure to double-check the files you turn in. You can download the submitted file on Carmen to make sure it opens okay.

### A General Note

The grade you earn in this course will reflect your effort. If you find yourself struggling to achieve what you are here to accomplish, then please come speak with me so that I might help you strategize your approach to my class. My door is open.

Graduating seniors (and other students) who “need” this course to graduate should work especially hard to ensure that they will pass this class. There will not be opportunities for you to re-take exams or re-complete assignments to raise your grade. It is your responsibility to ensure that you receive a passing final grade by working diligently and responsibly throughout the semester. No exceptions will be made.

### 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.

**To be clear, you should not put any of my course materials on document-sharing websites without my permission.**

**Students are NOT allowed to take photographs, record video, or record audio during class without permission from the instructor.**

## OSU Resources and Policies Observed in this Course

### 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>

### Please Take Care of Yourself (Mental Health Statement)

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](http://ccs.osu.edu) or calling [614-292-5766](tel: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](tel: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: 1-800-273-8255), text (4hope to 741741), or at [suicidepreventionlifeline.org](http://suicidepreventionlifeline.org).



## 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](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 (<https://studentconduct.osu.edu/CodeofStudentConductVersions>) and the “Ten Suggestions for Preserving Academic Integrity” available at <https://oaa.osu.edu/coamtensuggestions.html>.

For this course, academic dishonesty includes, but is not limited to:

- Using someone else’s ideas or expression (e.g., writing) without proper acknowledgement of the source is academic dishonesty. Proper acknowledgement (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.**

- Collaborating with other students on any assignment, homework, class project, etc., without the clear consent of the instructor is also academic dishonesty. If the 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. Check with your instructor if in doubt.
- Exchanging information with another individual during a test is academic dishonesty, as is the use of any materials not permitted for the exam.

### 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.

## Calendar

I will make every attempt to adhere to these dates. However, these dates are subject to change. Please check Carmen (especially the announcements), which is where I will post changes if necessary.

**\*Unless otherwise noted, assignments are due 11:59pm EST\***

| Week 1 | Topic  | Readings                     | What's Due?      |
|--------|--|------------------------------|------------------|
| 8/20   | Course introduction                                  |                              |                  |
| 8/22   | Introduction to mediated communication & affordances | The syllabus, Textbook ch. 1 | Attendance check |

|               |  |  |  |
|---------------|--|--|--|
| <b>Week 2</b> |  |  |  |
| 8/27          | The Internet, Social media, Avatars, Agents, & Augmented reality | Textbook ch. 2 & pgs. 109 – 116 of ch. 7 | Group introductions discussion post, Syllabus quiz (Quiz #1) |
| 8/29          | Artificial intelligence & The Internet of Things                 |  | Group introductions response                                 |
| <b>Week 3</b> |  |  |  |
| 9/3           | Adoption, Diffusion, Access, & Ability                           | Textbook chs. 3 & 4                      | Reflection #1, Quiz #2                                       |
| 9/5           | Small group activity   |  |  |
| <b>Week 4</b> |  |  |  |
| 9/10          | News (fake & otherwise)  | Textbook ch. 5; Bowman and Cohen (2019)  | Reflection #2 discussion post, Quiz #3                       |
| 9/12          | Small group activity   |  | Reflection #2 response                                       |
| <b>Week 5</b> |  |  |  |
| 9/17          | Surveillance, Security, Privacy, Governance, & Waves (Part 1)    | Peterson and Lee (2019)                  | Reflection #3, Quiz #4                                       |
| 9/19          | Surveillance, Security, Privacy, Governance, & Waves (Part 2)    |  |  |
| <b>Week 6</b> |  |  |  |
| 9/24          | Review   |  | Reflection #4 discussion post, Quiz #5                       |
| 9/26          | <b>Midterm exam</b>  |  |  |
| <b>Week 7</b> |  |  |  |
| 10/1          | Online crowdfunding, Connection, & Activism                      | Textbook pgs. 167-169 of ch. 11          | Reflection #4 response                                       |
| 10/3          | Technology, Relationships, & Deception (Part 1)                  | Textbook ch. 8 & pgs. 117 – 123 of ch. 7 |  |
| <b>Week 8</b> |  |  |  |
| 10/8          | Technology, Relationships, & Deception (Part 2)                  |  | Reflection #5, Quiz #6                                       |
| 10/10         | Fall break – No class  |  |  |
| <b>Week 9</b> |  |  |  |
| 10/15         | Learning & Influencing   | Textbook ch. 6; Shirky (2014)            | Reflection #6 discussion post, Quiz #7                       |

|                |  |  |                                  |
|----------------|--|--|----------------------------------|
| 10/17          | Entertainment & Leisure  | Textbook chs. 12 & 13                      | Reflection #6 response           |
| <b>Week 10</b> |  |  |                                  |
| 10/22          | Small group activity   |  | Reflection #7, Quiz #8           |
| 10/24          | Stereotypes, Tropes, & Identity                                | Humphreys (2016) excerpts                  |                                  |
| <b>Week 11</b> |  |  |                                  |
| 10/29          | Impressions & Comparisons                                      | Shakya and Christakis (2017)               | Reflection #8                    |
| 10/31          | Alone & Together   | Turkle (2011)                              |                                  |
| <b>Week 12</b> |  |  |                                  |
| 11/5           | The vulnerable & The lonely                                    | Brownell (2016)                            | Quiz #9                          |
| 11/7           | Antisocial behaviors (Part 1)                                  | Humphreys (2016) & Siapera (2018) excerpts |                                  |
| <b>Week 13</b> |  |  |                                  |
| 11/12          | Antisocial behaviors (Part 2)                                  |  | Reflection #9 discussion post    |
| 11/14          | Dr. Frampton at a conference                                   |  |                                  |
| <b>Week 14</b> |  |  |                                  |
| 11/19          | Economy, Ownership, & Regulation                               |  | Reflection #9 response, Quiz #10 |
| 11/21          | Advertising & Effects<br><i>Guest speaker: Kyla Brathwaite</i> |  |                                  |
| <b>Week 15</b> |  |  |                                  |
| 11/26          | Catch up day   |  |                                  |
| 11/28          | Thanksgiving – No class  |  |                                  |
| <b>Week 16</b> |  |  |                                  |
| 12/3           | Review day   |  |                                  |
| 12/6           | <b>Final exam 4:00-5:45pm EST</b>                              |  |                                  |

*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.*