

**Communication 4738:  
Health Communication and New Media  
Spring 2016**

**Instructor:** Dr. Siyue (April) Li  
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**Office:** 3058 Derby Hall  
**Office Hours:** Thur. 1-3pm or by appointment

[Please put "Comm 4738" in the subject line when contacting me.]

**Course Objectives:**

1. To learn about the importance of communication across a variety of health settings
2. To learn how new media affect processes of health communication
3. To understand and apply theories to mediated health communication

**Required Text:**

Noar, S. M., & Harrington, N. G. (2012). *eHealth Applications: Promising Strategies for Behavior Change*. New York, NY: Routledge.

\*\*\*Other required readings will be available on Carmen\*\*\*

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

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

\**The American Psychological Association (APA) Style Manual*. For those of you pursuing a degree in social science, this book is what will dictate many of the expectations for your research writing. It includes guidelines on citations, formatting, tone, etc. APA style will be required for the final paper submitted in this class. You may also find some information about formatting at <https://owl.english.purdue.edu/owl/resource/560/01/>.

**Assignments & Their Point Values**

Exam 1	100 points
Exam 2	100 points
In-class quizzes	50 points
Participation	20 points
Final paper	100 points
Paper presentation	20 points
Peer evaluation	10 points
<b>Total</b>	<b>400 points</b>

**Grade Break Downs (in percentage points):**

93-100% = A	90-92.99% = A-	
87-89.99% = B+	83-86.99% = B	80-82.99% = B-
77-79.99% = C+	73-76.99% = C	70-72.99% = C-
67-69.99% = D+	60-66.99% = D	below 60% = E

**Exams:** There will be two exams, each consisting of multiple-choice, true/false, and short-answer questions. For the most part, the exams will NOT be cumulative. However, some major concepts discussed throughout the semester may appear on multiple exams. I will make a study guide available about a week before the exam. Please understand that the guide is meant to be just that—a guide. Although I try to stick to the information as presented on the study guide, I do consider all reading and lecture material to be fair game for exam questions.

**In-class quizzes:** On most Wednesdays, there will be supplemental materials assigned to read before class. The materials will be posted on Carmen and you will get email notifications. There will be a short quiz at the start of each class about the supplemental material. There will be a total of 7 in-class quizzes throughout the semester. *These quizzes cannot be made up outside of class. That is, you must be in class in order to earn these points.* I will drop your two lowest scores providing you some cushion should you need to miss class on the day of an in-class quizzes. Once in-class quizzes are passed out and students begin them, I reserve the right to not pass out any additional quizzes.

**Participation:** Attendance does not equal to participation. Students are expected to actively participate in classes (e.g., answering questions, responding to other students' points, thinking through own points, questioning others in a constructive way). Students who attend all class sessions but are not actively participate in class will receive a B on participation.

**Final Project:** Throughout the semester, you will be working on a group project. Each group may consist of 3 to 4 students. Each group will write a paper and give a presentation on a topic related to health and new media. Each student will be evaluated individually based on their unique contribution to the project as well as evaluations that they will receive from other group members. Papers should be turned in as hard copies at the beginning of class on the due day. Late submissions will be penalized. Further details about the project will be announced in class and be available on Carmen.

**COURSE POLICIES**

**Make-Up Exams:** Make-up exams will not be given except in cases of extreme, unforeseen, and convincingly documented emergencies (notification within 24 hours of the exam time is required) or official University related absences (instructor must be notified at least two weeks in advance). Your instructor reserves the right to determine what qualifies as extreme and what documentation is required. Unacceptable excuses include, but are not limited to: having a cold, being emotionally distraught, being out of town, oversleeping, having to work, not being able to find a parking space, car trouble, and flight delays or cancellations.

**Attendance:** Attendance (both physical and mental) is key to your success in this class. Your grade is largely contingent on your continued presence in class. Listen, take notes, and ask questions. If you miss class for whatever reason, it is your responsibility to obtain notes from a classmate; the instructor will not provide notes in any circumstance and slides are not posted on Carmen. If you miss class, you will not be able to make up any in-class work or extra credit opportunities.

**Disruptions:** Disruptions and distractions (including talking during lecture; text messaging or other phone use; nonclass computer activity; or reading nonclass materials), threatening behavior, and negative participation (e.g., use of inappropriate language or derogatory speech) will not be tolerated. Any student who engages in such behavior may be asked to leave class, suffer grade penalties, and be reported to the School of Communication Director, the Dean of Students, and/or University Police.

**Email and Carmen:** For this course, you are required to have online access regularly (i.e., at least 2-3 times a week). Updates to the course schedule or readings will be announced in class and also on Carmen; it is your responsibility to stay apprised of these changes.

**Technology:** Students are NOT allowed to take photographs, record video, or record audio during class. Laptops and tablets should be used only for note taking and class related activities. Failure to comply with these policies will result in point deductions.

**Academic Integrity:** Plagiarism, cheating, and other misconduct are serious violations of your contract as a student. I expect that you will know and follow the University's policies on cheating and plagiarism. All students are subject to the student code of conduct (see [http://studentaffairs.osu.edu/resource\\_csc.asp](http://studentaffairs.osu.edu/resource_csc.asp)), including the student code of academic integrity. Violations of the code will result in severe penalties in this course and all violations will be reported to the School of Communication and the Committee on Academic Misconduct. Ignorance about plagiarism and cheating is NOT an acceptable excuse.

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

**Disclaimer:** The information provided in this syllabus constitutes a list of basic class policies. I reserve the right to modify this information when deemed necessary for any reason. You will be notified in class, via email, and/or on Carmen if and when any changes occur.

## Course Schedule

Week	Date	Topic	Required Reading	Assignment
1	1/13	Syllabus and course overview	Syllabus	
	1/15	Theoretical foundations	Ch. 1 & 2	
2	1/20	Final project information		Quiz 1
	1/22	New media	Ch. 3	
3	1/27	Project Topic		
	1/29	Online health information seeking	Metzger & Flanagin (2011)	
4	2/3	Discussion		Quiz 2
	2/5	Online social support	Rains, Peterson, & Wright (2015)	Topic due
5	2/10	Discussion		Quiz 3
	2/12	Interventions	Ch. 4 & 5	
6	2/17	Exam review		
	2/19	Exam 1		
7	2/24	Paper workshop		Work on proposal
	2/26	Health game	Ch. 6 & 7	<b>Proposal due</b>
8	3/2	Discussion		Feedback on project proposal
	3/4	Mobile phones	Ch. 9 & 10	
9	3/9	Discussion		Quiz 4
	3/11	Messages	Ch. 8	
10	3/16	SPRING BREAK		
	3/18	SPRING BREAK		
11	3/23	Discussion		Quiz 5
	3/25	Social marketing		
12	3/30	Discussion		Quiz 6
	4/1	Project check-in		Group consultation on papers and presentations
13	4/6	Project work day		
	4/8	Telemedicine	Ch. 14	
14	4/13	Discussion		Quiz 7
	4/15	Exam review		
15	4/20	Project finalization		
	4/22	Presentation		<b>Paper due</b>

**Final Exam: Wednesday, April 27<sup>th</sup> 12:00 pm – 1:45 pm**