Spring 2017
COMM4555: Computer Interfaces and Human Identity

Instructor: Dr. Roselyn J. Lee-Won
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                   When emailing, please be sure to include our course number (Comm4555) in the subject line
Time/Location: **Wed & Fri 11:10am-12:30pm (Journalism 342)**
Office Hours: **Mon 4:00-5:00pm** or by appointment (Office: Derby 3074)

Course Description and Objectives

This course examines what role human identity plays in the ways in which people use computer interfaces (and, more broadly, emerging technological artifacts). In this course, we will focus on the following aspects of "human identity": (1) traits and attributes that make human beings unique (and distinct from non-human beings); (2) traits and attributes that characterize an individual. In the first part of the course, we will discuss how self-concept and self-social identity expression shape user experiences with technological artifacts and understand their social implications. In the second part of the course, we will address how unique human qualities affect our interaction and relationship with technological artifacts. Students will engage themselves with these topics through lectures, academic readings, in-class discussions, film viewing, and student presentations.

By taking this course, students should be able to achieve the following:
1. Develop scholarly knowledge about the cognitive, affective, and behavioral dynamics in people's use of computer interfaces.
2. Broaden understanding of social scientific research on human-computer interaction and human-computer relationship.
3. Gain experience with collecting and making sense of qualitative data through a required course project involving small-scale interviews with technology users.
4. Become more mindful about technology use in everyday life.

Required Course Readings

All required readings will be available on Carmen.

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.

<u>Special Accommodations</u> (updated in August 2016)

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. 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; 614-292-3307; slds.osu.edu; 098 Baker Hall, 113 W. 12th Avenue.

<u>Grading Information</u>

Graded Elements

Categories and Sub-categories of Graded Elements		Pts
Exam	Midterm	120
	Final	180
Attendance & In-Class Participation		60
Course Reflection Paper		10
Group Project	Interview Qs (Gr)	10
	Presentation (Gr)	30
	Paper (Gr)	60
	Project Reflections	10
	Peer Evaluation	20
Total		500

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

Grading Scale

Final Letter Grade	Percentage	Pts
A	93-100%	465-500
A-	90-92%	450-464
B+	87-89%	435-449
B	83-86%	415-434
B-	80-82%	400-414
C+	77-79%	385-399
C	73-76%	365-384
C-	70-72%	350-364
D+	67-69%	335-349
D	60-66%	300-334
E	60% or lower	299 or less

Course Requirements

1. Attendance & participation: 70 pts
(1) In order to perform well in this class, it is extremely important to come to class and actively participate in class activities including lectures and discussions (60 pts).
- Starting Week 2, attendance will be taken at the beginning of almost every class (except for days on which we are likely to be tight on time). Students can have a **maximum of THREE penalty-free absences. No questions asked!**
- Beyond these, students should submit formal documentation (e.g., doctor's note) to avoid penalization. **Any undocumented absence will result in a deduction of –2 points per absence.**
- **THREE OR MORE undocumented absences beyond the three penalty-free absences will lower your final grade by half letter grade (e.g., A → A–, A– → B+) unless you present formal documentation that explains these absences.**
- Please note that *the instructor does reserve the right to lower the participation grade of those who repeatedly cause distractions or do not pay attention to lectures/discussions/student presentations during class.*

(2) At the end of the semester, you will write a short reflection paper on course activities/content (10 pts).

2. Exam elements: 300 pts
There will be two exams: midterm (120 pts) and final (180 pts). Exams will contain true-false and multiple-choice questions. Exam guides and review sessions will be provided.

3. Final project: 130 pts
In a team of three to four members, you will be working on a project investigating a topic concerning technological artifacts (such as smart devices/apps, video games, social media platforms, intelligent/virtual assistants, etc.) and human identity (involving human-ness, sense of self, personal/social identity, etc.) using in-person interviews.
Further guidelines for the project and sample materials will be provided to you during Week 3.

Course Policy
It is very important that course participants carefully read and comply with the following course policy.

1. **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.
   - 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. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487).

- *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!**

2. **Classroom misconduct**
   - Classroom misconduct includes (1) forgery of class attendance, (2) obstruction or disruption of teaching, (3) physical abuse or safety threats, (4) theft, (5) property damage, (6) disruptive, rude, or obscene conduct, (7) repeated failure to attend, participate, and respond in class when required. **Such misconducts WILL RESULT IN A FAILING GRADE.**
   - If you choose to come to class, you should give your full attention to any person who is speaking (whether it is the professor or another student). Please do not engage in distracting behaviors. *The instructor may ask students engaging in these or other disruptive behaviors class to leave.*

3. **In-class laptop/tablet use and lecture notes**
Students may bring their own laptop computers/tablet devices to class for note-taking purposes or use the laptop computers available in the classroom. ***Please note that I will NOT make full lecture notes available.*** This is intended to (1) minimize distractions caused by laptops/mobile devices during class and to (2) prevent unauthorized distribution and misuse of lecture materials outside the class (which may constitute academic misconduct). ***It is important that students make every effort to attend class and take notes during class.*** If a student, for any reason, misses class, it is his or her responsibility to obtain notes from someone else in the class; I will be happy to answer specific questions about missed content during office hours.

4. **Absence notification**
As noted in the Course Requirements section (1. Attendance and participation), ***students are allowed to have THREE penalty-free absences – you are NOT required to notify me of these absences.*** However, after these penalty-free absences, if you cannot come to class for observing religious holidays, traveling for athletic competitions/meets, or if you are under extenuating circumstances (e.g., a serious illness, a death in the family), please notify me as soon as possible and submit relevant documentation to avoid penalty.

5. **Late Penalties**
- Late submissions will be subject to **20% score deduction** for each late day. *After the third late day, submissions will NOT be accepted.*

Course Schedule

Please note: Specific course plans (readings/topics/assignments, etc.) and instructions 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	Date		Topics & Readings	Assignments, & Logistics
1	W	01/11	*Course Introduction*	
	F	01/13	*Course Overview* Identity, Human-ness & Technology	Self-introductions! "Me, My Identity, and Tech"
2	W	01/18	*The Future of Intelligent Assistants* *"Her"* (1)	
	F	01/20	*The Future of Intelligent Assistants* *"Her"* (2) (Sundar & Marathe, 2010)	
3	W	01/25	*SNS and Self-Esteem* Gonzales and Hancock (2011); Forest and Wood (2012)	
	F	01/27	*Self-Presentation on SNS and Well-Being* Kim and Lee, J.-E. R. (2011)	Final project instruction
4	W	02/01	*Positivity Bias on SNS* Bazarova, Taft, Choi, and Cosley (2013)	
	F	02/03	*Social Comparison on SNS* Chou and Edge (2012)	Project group formation
5	W$_G$	02/08	"Will I Hire Me?" exercise	
	F$_G$	02/10	*Identity Expression on SNS* D'Angelo & Van Der Heide (2016)	
6	W	02/15	*Virtual Representation & Identity (1)* Cheryan, Meltzoff, and Kim (2011)	Confirm: Project team meeting schedule
	F	02/17	*Virtual Representation & Identity (2)* Lee-Won, Tang, and Kibbe (2016)	Confirm: Project team meeting schedule
7	W	02/22	**Project Team Meeting with the Instructor (1)** **+Mandatory+**	Teams TBA
	F	02/24	**Project Team Meeting with the Instructor (2)** **+Mandatory+**	Teams TBA
8	W	03/01	**Exam Review** Review of W2-W6 readings	**Project: Interview Questions** **By 11:59pm, Wed (03/01)**
	F	03/03	**Midterm Exam**	

9	W	03/08	*Avatars and Agents* Lim & Reeves (2010)	
	F	03/10	*Perception of Robots: Functions* Takayama et al. (2008)	
10			**Spring Break (3/13-3/17)** *Have a nice break!*	
11	W	03/22	*Perception of Robots: Forms* Groom et al. (2009)	
	F	03/24	*Computers as "Social" Actors: Teammates* Reeves & Nass (1996) Ch13	
12	W	03/29	*Social Categorical Perception of Computers* Lee, E.-J. (2008, JOC)	
	F	03/31	*Social Categorical Perception of Computers* Gong and Cheng (2010)	
13	W	04/05	*Online Group Dynamics* Levy et al. (2013)	
	F	04/07	*Online Group Dynamics* Levy et al. (2013), cont'd	Project group work
14	W	04/12	**Final Project Presentations (1)** Attendance & Feedback Mandatory	
	F	04/14	**Final Project Presentations (2)** Attendance & Feedback Mandatory	
15	W	04/19	**Final Project Presentations (3)** Attendance & Feedback Mandatory	
	F	04/21	**Exam Review** Review of W9-W13 readings and select readings from 1st half semester	
16			**Final exam** **Wed. 4/26 (12:00-1:45pm)** ***Project papers and peer evaluation by 11:59pm, Sun (4/23)**	

☼ **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.