Spring 2019
COMM4555: Computer Interfaces and Human Identity [Hybrid]

Instructor: Dr. Roselyn J. Lee-Won
E-mail: lee-won.1@osu.edu
Location & Time: Mon 9:10am-11:00am (Journalism 216)
Office Hours: Tue 10:00am-12:00pm or by appointment (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": traits and attributes that make human beings unique (and distinct from non-human beings) and traits and attributes that characterize an individual/member of a group. Students will engage themselves with these topics through lectures, academic readings, in-class/online discussions, 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 associated with self-concept and personal/social identity processes in people's use of computer interfaces.
2. Gain experience with collecting and making sense of qualitative data through a required course project involving small-scale interviews with technology users.
3. Become more mindful about technology use in everyday life.

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, which include online quizzes, video viewing, online discussions, and so forth. To get the most out of this 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 when we meet offline.

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.

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.

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

Grading Information

Graded Elements

Categories and Sub-categories of Graded Elements		Pts
Attendance & Participation		45
Online Quizzes (10pts x 7 out of 10)		70
Exams	Exam 1 (4pts x 25 Qs)	100
	Exam 2 (4pts x 35Qs)	140
Individual Assignments	"My Identity" Essay	10
	Course Reflections	10
Team Project	Milestones (5pts x 4 posts)	20
	Interview Question Draft (Gr)	5
	Interview Transcriptions	10
	Presentation (Gr)	30
	Research Paper (Gr)	40
	Peer Evaluations	20
Total		500

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

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

Course Requirements

1. Attendance & participation

To perform well in this class, come to class and actively participate in class activities including lectures and discussions.

- 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 TWO penalty-free absences. You don't have to inform me of these absences.** Beyond these, students should submit formal documentation (e.g., doctor's note, flight itinerary, email documenting the relevant schedule) to avoid penalization. **Any undocumented absence will result in a deduction of –3 points per absence.**
- **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+) unless you present formal documentation that explains these absences.**
- If you have used up your penalty-free absences and cannot attend class due to serious illness,

death in the family, a religious conflict, or pre-approved university activity (e.g., athletic event), notify me as soon as possible <u>AND</u> submit relevant and proper documentation to avoid penalty.

- **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. Online quizzes <mark>(10 online quizzes; 3 lowest scores dropped)</mark>

- 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 <mark>Tuesday</mark> and will close at 11:59pm on <mark>Sunday</mark> (the night before our class meeting). Note the specific dates in the schedule table on pp. 7-8 of this syllabus.
- There will be a sufficient amount of time and flexibility for you to complete each quiz. For example, if you miss one quiz and get a "0" for the quiz, this will be dropped as one of the lowest scores. You will also have two attempts for each quiz and the higher score will be recorded in the gradebook.
- Answer key for each quiz will be released to those who completed the quiz to review via the Canvas system. Thus, **make-up requests for missed quizzes will NOT be considered; there will be no exceptions.**

3. Exams

- There will be two exams. Exams will contain true-false and multiple-choice questions. Exam guides and review sessions will be provided.
- The questions will have varied levels of difficulty.

4. Individual assignments

Below are the individual assignment items. Specific instructions for each assignment will be provided on Carmen. See the schedule table on pp. 7-8 of this syllabus for due dates.
- **"I, User" reflections**
  Create a self-introductory slide presentation introducing yourself, reflecting on your personal/social identities and relating them to one or more technological artifacts.
- **Course reflection paper**
  Write a reflection paper on theories, concepts, and research findings covered in this course.

5. Team project elements

- *In a team of four to six members,* you will work on a project investigating a topic concerning technological artifacts 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.*

Important notes on email communication

This is a hybrid course, so we will frequently rely on email for communication. It is expected that students will check and read emails from the instructor and reach out to the instructor with any questions or concerns regarding course activities. ***Please observe the following when you email the instructor.***

- *Include our course number in the subject line. For example, "[COMM4555] about online quiz 1"*
- *Follow proper business email etiquette when you initiate the conversation: (1) Include a clear, direct subject line (do not leave it blank) and (2) use a proper salutation (e.g., "Dear/Hello/Hi Dr. Lee-Won/Roselyn"). Personalizing email messages by addressing your recipient(s) can make a significant difference in the impression formation process. Consider this practice the first step to effective email communication!*

Course Policy

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

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.
   - 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!**

3. **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.**
- *The instructor may ask students engaging in these or other disruptive behaviors class to leave.*

4. **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; however, ==*note that the instructor 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.* **If a student failed to attend 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.**

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.*

6. **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.
- **As noted in Course Requirements ("2. Online Quizzes"), no make-up will be allowed for any missed online quizzes.**

7. **Grading policy: IMPORTANT!**
- 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.
- 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.

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.
- **IMPORTANT: Most due dates for assignments for a given week come BEFORE class meetings, unless noted otherwise. Mark your calendar so that you won't miss any of the due dates!**

Wk	Class Meeting Dates & Topics	Online Activities & Assignments	Assigned Materials	Offline (In-Class) Activities	Other Logistics/Notes
1	**01/07** *Course Introduction*	N/A	N/A	Overview of course content & policies	Participation roster per federal guidelines; Instructions on assignments
2	**01/14** *Self & Identity: Key Concepts*	(1) Quiz 1 & (2) "My Identity" assignment due on 01/13 (11:59pm)	• Syllabus & required reading list • Onorato & Turner (2004) excerpts	Lecture & discussion	Review course policies; Heads-up on team project logistics
3	**01/21** (No class)	Quiz 2 (team project logistics) due on 01/23 (11:59pm) *NOTE THE DUE DATE*	Team project guidelines	*MLK Day* *Remember and celebrate Dr. King's legacy!*	
4	**01/28** *SNS and Self-Esteem*	Quiz 3 due on 01/27 (11:59pm)	• Gonzales and Hancock (2011) • Forest and Wood (2012)	Lecture & discussion	Start forming project teams
5	**02/04** *Positivity Bias & Social Comparison on SNS*	Quiz 4 due on 02/03 (11:59pm)	• Bazarova, Taft, Choi, and Cosley (2013) • Chou and Edge (2012)	Lecture & discussion	Finalize project teams
6	**02/11** *Identity Expression Online*	Quiz 5 due on 02/10 (11:59pm)	• D'Angelo & Van Der Heide (2016)	Lecture & discussion; Exam 1 review	Project team work: Choose project topic
7	**02/18** *Exam*	Project Milestone 1 due on 02/20 (11:59pm) *NOTE THE DUE DATE*	Exam 1 guide online	**Exam 1** **(Regular class time)**	
8	**02/25** *Virtual Representation & Identity*	(1) Quiz 6 & (2) Project Milestone 2 due on 02/24 (11:59pm)	• Interview question writing • Cheryan, Meltzoff, and Kim (2011)	Lecture & discussion; Brainstorm on interview questions	Interview question draft due on 02/27 (11:59pm) *NOTE THE DUE DATE*

Wk	Class Meeting Dates & Topics	Online Activities & Assignments	Assigned Materials	Offline (In-Class) Activities	Other Logistics/Notes
9	**03/04** *Avatars vs. Agents*	Quiz 7 due on 03/03 (11:59pm)	• Sundar & Marathe (2010) • Lee-Won, Tang, and Kibbe (2017) • Lim & Reeves (2010)	Lecture & discussion	Interview preparation
10	**03/11** (No class)	*Spring Break* *Enjoy your break!*			
11	**03/18** *Robots, A.I., and Human-ness*	Quiz 8 due on 03/17 (11:59pm)	• Takayama et al. (2008) • Liang and Lee (2017)	Lecture & discussion	**Everyone:** Complete one interview by the end of this week!
12	**03/25** *Social Categorical Perceptions of Computers*	(1) Quiz 9 & (2) Project Milestone 3 due on 03/24 (11:59pm)	• Lee, E.-J. (2008, JOC)	Lecture & discussion	Space survival game; Presentation logistics
13	**04/01** *Social Identity Processes*	(1) Quiz 10 & (2) Project Milestone 4 due on 03/31 (11:59pm)	• Reeves & Nass (1996) Ch13 • Levy et al. (2013)	Lecture & discussion	Project team work: catching up
14	**04/08** *Project Presentations (1)*	**Presenting teams only:** Slides due on 04/07 (11:59pm)	Project-related tasks	**Everyone:** Audience feedback	***MANDATORY attendance and audience feedback***
15	**04/15** *Project Presentations (2)*	**Presenting teams only:** Slides due on 04/14 (11:59pm)	Project-related tasks	**Everyone:** Audience feedback	
16	**04/22** *Wrapping Up*	**All project teams:** (1) Research Paper, (2) Interview Transcriptions, & (3) Peer Evaluations due on ==04/22 (11:59pm)== *NOTE THE DUE DATE*		Exam 2 review	Course reflections due on ==04/23 (11:59pm)== *NOTE THE DUE DATE*
17	**04/26 (Friday)** *Exam*	Exam 2 guide		**Exam 2 (10:00-11:45am)** **>> Note the date and time! <<**	

☼ **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/personal emergencies, serious illness and medical needs that can be DOCUMENTED. Students should (1) notify me in advance and (2) provide proper documentation to be considered for alternative arrangements.