THE OHIO STATE UNIVERSITY

SYLLABUS: COMM 3554
SOCIAL IMPLICATIONS OF MEDIA TECHNOLOGIES
ONLINE SUMMER 2017

Communication 3554 is an upper-level course on the social implications of communication technologies. We will analyze the individual, interpersonal, and societal impact of digital and Internet technologies such as blogs, wikis, online dating sites, mobile telephony, texting, apps, social media sites, video games, virtual reality, and online virtual worlds. We will also cover important issues that cut across multiple technologies, such as privacy, digital deception, and cyberbullying.

Instructor: Stefanie Best

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Online office hours: Wednesdays, 1:00 PM to 3:00 PM (EST); Fridays, 10:00 AM to 12:00 PM (EST)

Office hours will be hosted via CarmenConnect: https://carmenconnect.osu.edu/best146

Course description and prerequisites

Advanced study of a current topic in telecommunication and electronic media industry structures. This course will be delivered entirely online. Prereq: Not open to students with credit for 654.

Course learning outcomes

1. To explain the historical origin of the study of communication technologies.
2. To apply communication concepts and theories to new media technologies.
3. To understand the effects of media technologies on ourselves and society.
4. To develop strategies for using and managing media technologies in our daily lives.
5. To build the critical skills to analyze and interpret media technologies & their messages.

Course materials

Required
There is no required text for this course. All readings will be made available on Carmen.

Recommended
American Psychological Association. (2009). Publication manual of the American Psychological Association (6th ed.). Washington, DC: Author.

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.

- **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. Log in to Carmen using your name.# and password. If you have not setup a name.# and password, visit my.osu.edu.
  - Help guides on the use of Carmen can be found at https://resourcecenter.odee.osu.edu/carmen
  - **This online course requires use of Carmen (Ohio State's learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies, please request accommodations with your instructor.**
    - **Carmen accessibility**

- **Secured Media Library**
  - Some of the videos for this course will be posted in the University's Secured Media Library. The link will be posted on the class Carmen page and you will be automatically directed to the correct video.
  - Help guides on the use of Secured Media Library can be found at https://resourcecenter.odee.osu.edu/securedmedialibrary
- **Carmen Connect**
  - Office hours will be held through Ohio State's conferencing platform, Carmen Connect. A separate guide to accessing Carmen Connect and our office hours is posted on the course Carmen page under Files.

- o Students may use the audio and video functions if a webcam and microphone are available. If not, there is still a chat function within Carmen Connect for the student to live chat with the professor in the virtual office hours room.
  - o Help guides on the use of Carmen Connect can be found at https://resourcecenter.odee.osu.edu/carmenconnect
- **Mediasite:**
  - o Mediasite is Ohio State's Lecture Capture System. Lectures will be recorded through Mediasite and posted to the course Carmen page.
  - o Help guides on the use of Mediasite can be found at https://resourcecenter.odee.osu.edu/mediasite
- **Self-Service and Chat support:** http://ocio.osu.edu/selfservice
- **Phone:** 614-688-HELP (4357)
- **Email:** 8help@osu.edu
- **TDD:** 614-688-8743

Baseline technical skills necessary for online courses

- Basic computer and web-browsing skills
- Navigating Carmen

Necessary equipment

- Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection

Necessary software

- Word processor with the ability to save files under .doc, .docx, or .pdf. Most popular word processing software programs including Microsoft Word and Mac Pages have these abilities. Google Docs can be downloaded as .docx and .pdf files.
- 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

Grading and faculty response

Grades

Assignment or category	Points
Syllabus and APA Quiz	30/6%

Quizzes	100/20%
Weekly Discussion Posts	110/22%
Reflection Papers	160/32%
Exam	100/20%
Total	500/100%

Assignments

WEEKLY DISCUSSION POSTS. Each week you will be expected to take part in class discussions. Discussions will take place over the course of Wednesday through Friday each week. You are expected (from week 2 onwards) to be making around three to four discussion posts per week. You should not be looking to make a point based on your own thoughts and then leaving. Instead, you should seek to engage with what other group members are saying, and responding to them. Initial posts are due by Wednesday 11:59pm EST and at least 2 response posts are due by Friday 11:59pm EST. Each discussion post does not need to be especially long. Approximately a paragraph may be all that is needed, although you are free to make longer or shorter posts where you feel appropriate. An excellent discussion post (and response) should demonstrate

1. Understanding of the concept(s) in the material provided
2. Independent thought regarding the concepts and material
3. Thoughtful response to the work of at least 2 other students in the class.

Discussion posts which are submitted after the Wednesday 11:59 pm EST deadline will receive 50% credit. **You cannot respond to other students' discussion posts until you have posted your own discussion post.**

QUIZZES. All quizzes will be administered on Carmen. The quizzes are designed to assess your understanding of the readings and audio lectures. Every other Wednesday, you will be required to take a quiz showing your mastery of the course content. The first quiz will be on Week 1. All quizzes are announced and available on your weekly schedule. These quizzes cannot be made up and must be completed on Wednesday. Quizzes will open every other Wednesday at 12:00 AM EST and close at 11:59 PM EST. You have 24 hours to complete the quiz. The quizzes are non-cumulative, which means they will only cover two weeks of content at most. You have 20 minutes to answer 10 questions. You may use notes; however, the quizzes are timed allowing for minimal searching (2 minutes per question). The format of quizzes will be in one of two forms: multiple-choice and true/false questions. Questions will be presented one at a time and once the question is saved, you will be unable to revisit the question. Prepare accordingly.

REFLECTION PAPERS. Four times throughout the term, you will be assigned to investigate some affordance or effect of a specific media technology or platform. You will be asked to take an in-

depth look at one theory or concept that interests you under a particular topic. Findings will be reported in a 2.5 page minimum double spaced paper, complete with outside references. An excellent submission will briefly explain the theory or concept and then go into depth, making a connection between the concept and a real world application. A complete rubric and description for each will be provided on Carmen when the paper is assigned.

EXAM. One exam will be delivered on Carmen to assess comprehension of reading and lecture materials. Students may use notes and the book, but the exam will be timed at 1.5 minutes per question. Additionally, once a question is answered, it may not be reviewed. These questions also focus on application of the materials. Use of resources will only be useful to refresh your memory, not to find the answers. Questions will also be randomly chosen from a question library from categories of questions determined to be fair and equal. Exams in the course are highly unlikely to look alike.

Late assignments

A 2 hour grace period is given for each assignment to ease any technology or personal issues that may arise. Late submissions for assignments will not incur a penalty during the grace period, but will incur a 30% penalty each day the submission is late. The first day begins one minute after the grace period has ended, with an automatic loss of 30% of the points. Please do not email your paper to the professor. We will open the assignment window for you so that you can upload it for the plagiarism check. It will not be counted as submitted until you have submitted it to Carmen.

You must have a medical excuse or a note from Carmen/Canvas staff documenting an actual Carmen/Canvas problem that would have affected your submission to have a paper or post accepted with no penalty after the assignment period closes.

Grading scale

93–100: A
90–92.9: A-
87–89.9: B+
83–86.9: B
80–82.9: B-
77–79.9: C+
73–76.9: C
70 –72.9: C-
67 –69.9: D+
60 –66.9: D
Below 60: E

Please note: Carmen Canvas, OSU's grading and class management software, does not round fractions up. Please take that into account in computing grades. I do not manually round up

grades. There will be opportunities for extra credit for students who choose to earn those points.

Faculty feedback and response time

I am providing the following list to give you an idea of my intended availability throughout the course. (Remember that you can call **614-688-HELP** at any time if you have a technical problem.)

Grading and feedback

For large weekly assignments, you can generally expect feedback within **7-10 days**.

E-mail

I will reply to e-mails within **24 hours on school days**.

Discussion board

Myself or the TAs will check and reply to messages in the discussion boards every **24 hours on school days**.

Attendance, participation, and discussions

Student participation

Because this is a distance-education course, your attendance is based on your online activity and participation. The following is a summary of everyone's expected participation:

- **Viewing lectures**: TWO TIMES PER WEEK
  Recorded lectures will be uploaded to the Mediasite folder TWO TIMES per week on MW. More than one lecture may appear in the upload. The videos are short to provide the most optimal viewing experience and to increase attention and engagement. Watch a lecture, take a break, come back to the next. The course will assume a typical schedule for a MWF in-person course with MW as lecture days and F as a day for discussion and/or quizzes. The lectures should be viewed within 24 hours of posting to be sure you are up to date with the course materials.

- **Office hours**:

  I am available to help you to learn, understand, and grow as individuals. If your question is something that you believe may be of interest to others in the class, please post to the "Ask the instructor" discussion board. Office hours are digital via Carmen Connect: https://carmenconnect.osu.edu/best146.

Discussion and communication guidelines

The following are my expectations for how we should communicate as a class. Above all, please remember to be respectful and thoughtful.

- **Tone and civility**: Let's maintain a supportive learning community where everyone feels safe and where people can disagree amicably. Remember that sarcasm doesn't always come across online. The instructor and TA both work very hard to provide a positive learning experience. Please keep this in mind and remain civilized and respectful in your email and discussion board communications.
- **Citing your sources**: 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 and page numbers. For online sources, include a link.)

Other course policies

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

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.

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

Academic integrity policy

Policies for this online course

- **Written assignments**: Your written assignments, including discussion posts, should be your own original work. In formal assignments, you should follow **APA** style to cite the ideas and words of your research sources. You are encouraged to ask a trusted person to proofread your assignments before you turn them in--but no one else should revise or rewrite your work.
- **Reusing past work**: In general, you are prohibited in university courses from turning in work from a past class to your current class, even if you modify it. If you want to build on past research or revisit a topic you've explored in previous courses, please discuss the situation with me.
- **Falsifying research or results**: All research you will conduct in this course is intended to be a learning experience; you should never feel tempted to make your results or your library research look more successful than it was.

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

Requesting accommodations

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.

Course schedule (tentative)

Week	Dates	Topics & Readings	Deadlines
1	5/10-5/12	Topic: Introduction to the course Reading: Syllabus Media: Purdue OWL APA tutorials	Quiz : Syllabus and APA Introduction Discussion Post
2	5/15-5/19	Topic: Basics of communication technology Reading: Rheingold; Castells	Discussion Post
3	5/22-5/26	Topic: Concepts and Theories Reading: Reeves and Nash, Ch. 1	Discussion Post Quiz 1
4	5/29 (Memorial Day, no class) 5/31-6/2	Topic: Concepts and Theories Reading: Walther, 2011	Discussion Post
5	6/5-6/9	Topic: Psychological Effects Reading: Levitin Media: none	Discussion Post Reflection Paper 1 due 6/9
6	6/12-6/16	Topic: Online Identity Reading: none Media: Generation Like	Discussion Post Quiz 2
7	6/19-6/23	Topic: Friendship in CMC Reading: Baym, 2010	Discussion Post Reflection Paper 2 due 6/23
8	6/26-6/30	Topic: Romantic Relationships in CMC Reading: Toma & Hancock, 2011; Pelley, 2016; Weisskirch, 2012	Discussion Post
9	7/3-7/7	Topic: Digital Culture Reading: Nahon & Hemsley, ch. 2 Topic: Privacy and Surveillance	Discussion Post Quiz 3

		Reading: Sherker, 2014; Rainie & Madden, 2015	
10	7/10-7/14	Topic: Video Games and Virtual Reality Reading: Sherry, 2004; Deterding et al., 2011	Discussion Post Reflection Paper 3 due 7/14
11	7/17-7/21	Topic: Social influence Reading: Blascovich & Bailenson, ch. 4; Fogg, ch.5 Topic: eHealth Reading: Wright, Sparks, & O'Hair, 2008; Wright, 2015	Discussion Post Quiz 4
12	7/24-7/28	Topic: Dark Side of Technology Reading: Hancock, et. al, 2004; Sales, 2013	Reflection Paper 4 due 7/28
Exam Week		Final Exam online due 8/1	

Reading list:

Baym, N. K. (2010). *Personal connections in the digital age*. (Chapter 6)

Berkelaar, B. L., & Buzzanell, P. M. (2015). Online employment screening and digital career capital. *Management Communication Quarterly (29)*1, 84-113.

Blascovich, J. & Bailenson, J. (2011). *Infinite Reality: Avatars, Eternal Life, New Worlds, and the Dawn of the Virtual Revolution*. William Morrow & Co.

Castells, M. (n.d.) The social implications of information & communication technologies. Retrieved from: www.chet.org.za/oldsite/castells/socialicts.html – no longer available

Deterding,S., Dixon,D., Khaled,R. & Nacke, L. (2011). From game design elements to gamefulness: defining "gamification". In *Proceedings of the 15th International Academic MindTrek Conference: Envisioning Future Media Environments* (MindTrek '11). ACM, New York, NY, USA, 9-15. DOI: https://doi.org/10.1145/2181037.2181040

Fogg, B.J. (2002). Persuasive technology: Using computers to change what we think and do. *Ubiquity* 2002, December, pages. DOI: https://doi.org/10.1145/764008.763957

Hancock,J.T., Thom-Santelli, J. & Ritchie, T. (2004). Deception and design: The impact of communication technology on lying behavior. In *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems* (CHI '04). ACM, New York, NY, USA, 129-134. DOI: https://doi.org/10.1145/985692.985709

Levitin, D.J. (2015) Why the modern world is bad for the brain. The Guardian. Retrieved from https://www.theguardian.com/science/2015/jan/18/modern-world-bad-for-brain-daniel-j-levitin-organized-mind-information-overload

Pelley, L. (2016). The messiness of modern breakups. The Toronto Star. Retrieved from: https://www.thestar.com/life/relationships/2016/03/15/the-messiness-of-modern-breakups.html

Rainie, L. & Madden, M. (2015) Americans' privacy strategies post-Snowden. Retrieved from: http://www.pewinternet.org/2015/03/16/americans-privacy-strategies-post-snowden/

Reeves, B., & Nass, C. I. (1996). *The media equation: How people treat computers, television, and new media like real people and places*. Stanford, Calif: CSLI Publications.

Rheingold, H. (n.d.) A slice of life in my virtual community. Retrieved from: https://www.cs.indiana.edu/docproject/bdgtti/bdgtti_18.html

Sales, N.J. (2013). Friends without benefits. Retrieved from: *http://www.vanityfair.com/news/2013/09/social-media-internet-porn-teenage-girls*

Scherker, A. (2014) Didn't read facebook's fine print? Here's exactly what it says. The Huffington Post. Retrieved from http://www.huffingtonpost.com/2014/07/21/facebook-terms-condition_n_5551965.html

Sherry, J. L. (2004). Flow and Media Enjoyment. *Communication Theory (14)* 4, 328-347.

Toma, C. L., & Hancock, J. T. (2011). A new twist on love's labor: Self-presentation in online dating profiles. *Computer-mediated communication in personal relationships*, 41-55.

Walther, J. B. (2011). Theories of computer-mediated communication and interpersonal relations. In M. L. Knapp & J. A. Daly (Eds.), *The handbook of interpersonal communication* (4th ed., pp. 443-479). Thousand Oaks, CA: Sage.

Weisskirch, R. S., & Delevi, R. (2012). Its ovr b/n u n me: Technology use, attachment styles, and gender roles in relationship dissolution. *Cyberpsychology, Behavior & Social Networking, 15,* 9.

Wright, K. B., Sparks, L., & O'Hair, D. (2008). *Health communication in the 21st century*. Malden, MA: Blackwell Pub.

Wright, K.B. (2015). Computer-mediated support for health outcomes: Psychological influences on support processes. In S. S. Sundar (Ed.), *The handbook of psychology and communication technology* (pp. 488-506). West Sussex, England: Wiley-Blackwell.