



THE OHIO STATE UNIVERSITY

College of Arts and Sciences

School of Communication

COMM 2540: INTRODUCTION TO COMMUNICATION TECHNOLOGY SUMMER 2021 SECTION 11446

INSTRUCTOR: KELLY MERRILL JR.

EMAIL: MERRILL.155@OSU.EDU

PREFERRED PRONOUNS: HE/HIM/HIS

OFFICE HOURS: BY APPOINTMENT

TEACHING ASSISTANT (TA): DANIEL STEMEN

EMAIL: STEMEN.104@OSU.EDU

PREFERRED PRONOUNS: HE/HIM/HIS

OFFICE HOURS: TUESDAYS 9AM – 11AM AND BY APPOINTMENT

ZOOM MEETING LINK: LOCATED IN THE RESOURCES MODULE ON CARMEN

COURSE OVERVIEW

This course is designed as an introduction to major communication technologies. The course will consider a range of older media and contemporary new media with a focus on societal, relational, and psychological effects.

COURSE CATALOG DESCRIPTION

Current problems of the technologies markets and policies of new and developing media. This course will be delivered entirely online. Prereq: Not open to students with credit for 240.

COURSE LEARNING OUTCOMES

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

COURSE FORMAT

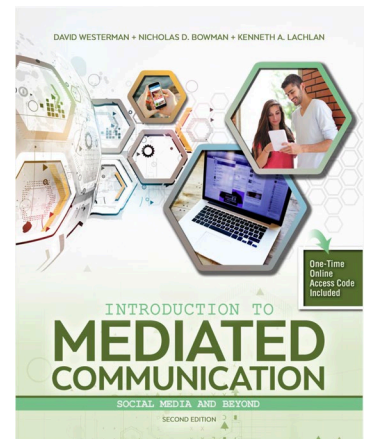
This course is an **online course**, which means that students will access 100% of the class material, activities, and assessments online via the Internet. No in-person meetings will take place. At the start of each week, all course content will be released via Module. The professor will provide a welcome video for the week that will include information about the week's content, updates about the course, and reminders for material that is due in the upcoming week.

REQUIRED MATERIALS

Westerman, D., Bowman, N. D., & Lachlan, K. A. (2017). Introduction to mediated communication: Social media and beyond (2nd Ed.). Dubuque, IA: Kendall Hunt. (ISBN: 978-1-5249-1234-5)

*For a hard copy or eBook:

<https://he.kendallhunt.com/product/introduction-mediated-communication-social-media-and-beyond-0>



*Supplemental readings will be provided by the instructor

ASSIGNMENT OVERVIEW

A detailed description of each assignment is available on Carmen.

Assignments	Points	Total Points	Percentage
Syllabus Quiz	5 points	5	2.50%
Introduction Assignment	5 points	5	2.50%
10 Reading Quizzes	5 points each (<i>lowest dropped</i>)	45	22.50%
6 Reflections and Reactions	15 points each (<i>lowest dropped</i>)	75	37.50%
Exams	35 points each	70	35.00%
TOTAL	200 points	200	100.00%
C-REP credits (<i>Extra Credit</i>)	1 credit = 1 point total	3 possible	1.50%

Introduction Assignment: You will be assigned to a group where you will be required to introduce yourself. Only share information you are comfortable sharing with others. You will also be required to share either a picture of yourself or a picture that represents you, as well as a digital representation of yourself or an avatar.

Quizzes: Weekly quizzes will be administered on Carmen. The quizzes are designed to assess your understanding of the readings and other course materials. All quizzes are announced and available on your weekly schedule. These quizzes cannot be made up and must be completed by

the due date. The quizzes are non-cumulative. There will be no quizzes during exam weeks. **The lowest grade will be dropped.**

Reflections and Reactions (R&R): For **six (6)** weeks of the course, you will be provided with a prompt that asks you to perform a task related to the course. This may include a reading, video, video game, etc. The prompt will ask you to reflect upon this experience and write a short essay on the experience. The response for each R&R is due Thursdays at 11:59 pm EST. Guidelines for discussion expectations are provided on Carmen. Responses should be no more than a single page in length. There is no minimum length. However, your reflection will be graded on how correctly and thoroughly you can apply specific course material to your experience. **The lowest grade will be dropped.**

Exams: Two exams will be administered through Carmen. Each exam will contain some combination of multiple choice, true/false, fill-in-the-blank, and matching style questions. Material on the exams will primarily cover the section of the course leading up to the exam. However, given the cumulative nature of the course content, it is crucial you understand the prior concepts in order to apply them to later concepts. Questions will include material covered in the lectures and in the readings. Exams are open notebook, open textbook. There will be no quizzes on exam weeks.

Extra Credit: You will have opportunities during the semester to earn extra credit by participating in research studies. These will generally include participation in research-related activities. If you choose not to participate in the research-related activities, you can always complete an alternative written assignment instead.

Deadlines: All deadlines are in Eastern Standard Time Zone (EST).

GRADING

Grade	Percent
A	93.00-100
A-	90.00-92.99
B+	87.00-89.99
B	83.00-86.99
B-	80.00-82.99
C+	77.00-79.99
C	73.00-76.99
C-	70.00-72.99
D+	67.00-69.99
D	60.00-66.99
E	Less than 60



Please note: Carmen Canvas, OSU's grading, and class management software, do not round fractions up. Please take that into account when computing grades. I do not manually round up grades. There will be opportunities for extra credit for students who choose to earn those points.

Late Assignments: Students may submit all assessments **late with a penalty** (only exceptions are the exams). Penalties for late work increase cumulatively. Submitting work 1 second after the deadline yields a -2% point penalty for the submission. For each additional hour after the deadline, you will lose an additional -2% off the submission. Please do not email your late assignments to me. It will not be counted as submitted until you have submitted it to Carmen.

COURSE POLICIES AND EXPECTATIONS

Student Participation: Because this is an online asynchronous course, your attendance is based on your online activity and participation. The following is a summary of your expected participation:



- *Online Readings:* The expectation is that the reading is complete to either take your quiz or submit your written assignment. In addition to the reading, content slideshows will be provided to aid in your understanding of the content. Reading the textbook and following to the slideshows are critical to your success on quizzes and written papers.
- *Office Hours:* In order to assist your learning, I will be available for live conferencing via the Carmen Zoom function by Appointment only. These provide opportunities for live lecturing, answering content questions, and offering examples or more in-depth examination. They also allow me to provide direct feedback according to your needs and your progress in the course. Email me with an idea of your needs and availability to set up an appointment. I am happy to assist you and want to be available to fit a wide range of schedules.
- *Submissions and Emails:* Since this is an online course, you are required to have online access on a frequent basis. All updates to the course will be announced via email and/or on Carmen. It is your responsibility to check these platforms regularly. Please carefully read the syllabus to keep up on due dates and responsibilities. For consistency over the summer term, quizzes and written papers will be due on Thursdays by 11:59pm EST on Carmen. Content for the next week will be released on Fridays. Email correspondence may be used to communicate with your instructor or teaching assistant. Emails should be written using standards of courtesy (e.g., address, proper tone, signature) or they will not receive a response. **Use your official university email address.** If you use Carmen messenger, there may be a greater delay in getting ad response! This is a communication technology course: Communicate effectively and professionally via email.

Communication: I will post class updates, extra credit opportunities, and/or additional materials as announcements on Carmen and/or to your OSU email. Please check Carmen and read your email regularly (at least 3 times per week). If you email me, please allow 24 hours for me to respond to your email during the weekdays and 48 hours on the weekends. If I do not respond to you within the designated time frame, feel free to send me another email or text me directly. Regarding grading, my goal is to have all assignments returned to you within a week.

Sources of Course Information: Because this is an online class, quick questions regarding the course cannot take place in person. Thus, I have set up a system for you to access various forms of information about the course. Start at the top of this list and work your way down to find answers to your questions. This will usually be the most efficient and quick way to get information about the course.

1. First source for information: Your first and most important resource are the course discussion boards available in Carmen, because it is likely that another student has asked your question and an instructor has already answered it. For general course questions, use the **Course Discussion Board**.
2. Second source for information: If you wish to remain anonymous or have sensitive questions, send your TA, Daniel Stemen (stemen.104@osu.edu), an email. In short, your TA is your lifeline for this course. Your TA will have an intimate knowledge of your work and should be your resource for all questions and concerns regarding content, class scheduling, accommodations, or any other class related issues not addressed in the discussion boards.
3. Third source for information: If after referencing the discussion board and contacting your TA you feel that you still have questions or concerns, you may email the professor: merrill.155@osu.edu

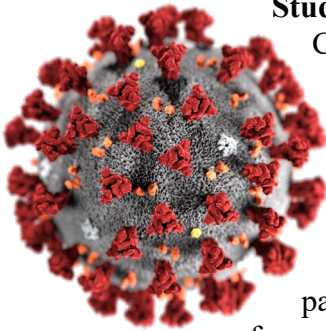
Technology

- 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 24/7.
- *Carmen*: Carmen, Ohio State's Learning Management System, will be used to host materials and activities throughout this course. To access Carmen, visit <https://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 course requires use of Carmen and other online communication and multimedia tools. If you need additional services to use these technologies, please request accommodations with your instructor.*
- *Carmen Zoom*: Office hours will be held through Ohio State's conferencing platform, Carmen Zoom. A separate guide to accessing Carmen Zoom and our office hours is posted on the course Carmen page under Files. 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 Zoom for the student to live chat with me in the virtual office hours room. Help guides on the use of Carmen Connect can be found at <https://resourcecenter.odee.osu.edu/carmenzoom>.
- *Secured Media Library*: Media materials for this course will be made available via the Secured Media Library: <https://go.osu.edu/SecuredMediaLibrary>. To obtain additional help for use of the Secured Media Library, please email emedialib@osu.edu. Frequently Asked Questions and support can be found at <https://resourcecenter.odee.osu.edu/secured-media-library>
- *Baseline technical skills necessary for online courses*: 1) Basic computer and web-browsing skills and 2) navigating Carmen

- *Necessary equipment:* 1) Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection
- *Necessary software:* 1) Word processor with the ability to save files under .doc, .docx, .rtf, or .pdf. Most popular word processing software programs including Microsoft Word and Mac Pages have these abilities and 2) 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
- *Help and Support:*
 - Self-Service and Chat support: <http://ocio.osu.edu/selfservice>
 - Phone: 614-688-HELP (4357)
 - Email: 8help@osu.edu
 - TDD: 614-688-8743
- Technical failure does not constitute an excuse for submitting work late. This rule is more important with online courses. You are, per course requirements, obligated to have regular access to a working computer/laptop and high-speed internet access. It is your responsibility to make sure your devices are in working order, which includes hardware and software. Technical problems which are documented by the University's Office of the Chief Information Officer (OCIO) will be permitted as these are outside of your control. If you experience a problem with an OSU system (email, Carmen) which OCIO have not reported, it will be your responsibility to raise a ticket with them. Only after they confirm your situation was out of your control will the instructor make an accommodation. Note that a situation like this is extremely rare. If you find yourself experiencing a technical issue that impacts your ability to take part in essential class activities, your first response should be to make alternate arrangements (e.g., a computer lab). You should email the course TA only when this is not possible.

Online Classroom Civility: We want to build an online classroom climate that is comfortable for everyone. In a communication class, it is especially important that we display respect for all members of the classroom, including the instructor and students and avoid racist, sexist, homophobic, or other negative language that may unnecessarily exclude members of our campus and classroom. This is not an exhaustive list of behaviors; rather, they represent the minimal standards that help make the online classroom a productive learning environment for all concerned. 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 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 responses. Any student who engages in disruptive behavior may suffer grade penalties and/or be reported to the Director/Chair of their department and/or University Police.

Grade Appeals: You may send your TA an email to instigate a grade appeal within 1 week after the grade posting in Carmen. Appeals must have strong evidence-based arguments that reference specific components of the assignment's grading criteria. The form for grade appeals is located in the Student Resources Module on Carmen. Please note that appeals can result in an unchanged grade, a higher grade, or a lower grade.

COVID-19 AND ILLNESS POLICY

Student illness: If you are too ill to participate in this course due to COVID-19 or another illness, please contact the instructor as soon as you are able. Alternate assignments or extensions may be arranged. The university is committed to supporting students and program participants with COVID-19 based risk factors. Student Life Disability Services, in conjunction with the Office of Institutional Equity, will work with students who are vulnerable to complications from COVID-19 to ensure that they have the necessary resources to participate in university life as safely as possible. Ohio State students from any campus may submit a [COVID-related accommodation request](#). Students registered with Student Life Disability Services can work directly with their [assigned Access Specialist](#) to modify their accommodations or make additional COVID-based accommodation requests.

SCHOOL OF COMMUNICATION AND UNIVERSITY POLICIES

Credit hour and work expectation: This is a 3-credit-hour course. According to Ohio State policy, students should expect around 3 hours per week of time spent on direct instruction (e.g., instructor content and Carmen activities) in addition to 6 hours of homework (e.g., reading and assignment preparation) to receive a grade of (C) average. [ASC Honors](#) provides an excellent guide to scheduling and study expectations.

Academic Misconduct

- Cheating and plagiarism in any form will not be tolerated. The Ohio State University's *Code of Student Conduct* (Section 3325-23-04) defines academic misconduct as "any activity that tends to compromise the academic integrity of the University, or subvert the educational process" (p. 2). 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. 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/>.
- If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct (COAM). If COAM determines you have violated the University's *Code of Student Conduct*, the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University. If you have any questions about this policy or what constitutes academic misconduct, please contact me or visit <http://oaa.osu.edu/coam/home.html>.
- *Assignments and quizzes:* You must complete the assignments and quizzes yourself, without any external help or communication.

- *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.

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: <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



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** or calling **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.

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: 800-273-8255); or text (4hope to 741741); or at suicidepreventionlifeline.org**

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.

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 via email, and/or on Carmen if and when any changes occur.

The syllabus is subject to change

TENTATIVE SCHEDULE

MC = INTRODUCTION TO MEDIATED COMMUNICATION TEXTBOOK; READINGS/ASSIGNMENTS SUBJECT TO CHANGE

Week	Date	Topic	Readings	Assignments Due
1	05/12 – 05/15	Communication and Technology	Syllabus MC Ch. 1	Introduction Syllabus Quiz
2	05/16 – 05/22	Grand Innovations and the Internet/Dystopias and Utopias	MC Ch. 2; Jarvis	Reading Quiz 1 R&R 1
3	05/23 – 05/29	Adoption and Diffusion/Access and Ability	MC Ch. 3 & 4	Reading Quiz 2
4	05/30 – 06/05	Divides and Consequences	Cerullo; Gonzales et al.;	Reading Quiz 3 R&R 2
5	06/06 – 06/12	Bubbles and News/Personalization and Devices	MC. Ch. 5 & 11; Garrett; Zuiderveen Borgesius et al.	Reading Quiz 4
6	06/13 – 06/19	Surveillance and Security/Governance and Waves	Finley; Larson; Nakashima; Spar	Reading Quiz 5 R&R 3
7	06/20 – 06/26	Exam 1		Exam 1
8	06/27 – 07/03	Learning and Influencing/Deception and Trust	MC Ch. 6; Markowitz; Tufekci	Reading Quiz 6 R&R 4
9	07/04 – 07/10	Alone and Together/Love and Hate	MC Ch. 7 & 8; Graham; Selkie	Reading Quiz 7
10	07/11 – 07/17	Identity and Impressions/Stereotypes and Anonymity	Collins; Grabmeier; Greene; Millet	Reading Quiz 8 R&R 5
11	07/18 – 07/24	Vulnerable and Lonely	Bowman; Flood	Reading Quiz 9
12	07/25 – 07/31	Avatars and Agents/Augmenting and Digitizing	MC Ch. 12 & 13; Singer; Chambers	Reading Quiz 10 R&R 6
Exam Week	08/01 – 08/07	Finals Week		Final Exam