

SYLLABUS: COMM 3332 RISK COMMUNICATION
AUTUMN 2021 #20018

Class Hours: Fridays 10:20am-12:10pm Eastern Time
Offline Classroom on Weeks 1-5: Stillman Hall Room 235
Online CarmenZoom Classroom on Weeks 6-15:
[ZOOM LINK]

Professor

HyunYi Cho, PhD

Email: cho.919@osu.edu

Online CarmenZoom Office Hours: Tuesdays 9:00-10:00am Eastern Time; By appointment; I'm also available right after each class.

Online CarmenZoom Office Hour:
[ZOOM LINK]

Course Description

This course is designed to provide students with theory-based knowledge about risk perceptions and theory-based principles of designing effective risk communication messages. Students will learn theories of risk perception and risk communication, how to apply the theories and principles into the design of communication and action for preventing and controlling risk, and how to evaluate and improve the efficacy of risk communication.

Mode of Delivery

This is a hybrid course which is comprised of both in-class components and online activities. By blending face to face and online modalities, this course is designed to foster engaged learning experience. **As indicated in Class Calendar (p. 12-13), the first five weeks' classes will be held face to face, and the rest will be online (see the "Mode" column).** Please note that this schedule is subject to change due to the ongoing pandemic. Prior to a class meeting, students will read assigned materials and complete an online preview quiz. Students will also be provided with online exercises to apply theories and concepts to various risk communication situations. These assignments will be reviewed during the next class meeting.

Course Learning Goals and Outcomes

Goals

The goal of this course is to provide students with a comprehensive knowledge about theories and principles of effective strategic risk communication and to foster abilities in applying this knowledge to diverse risk communication contexts.

Outcomes

By actively participating and completing course requirements, students should be able to do the following by the end of the semester:

1. Analyze cognitive, affective, and social aspects of risk perception;
2. Ascertain the theories and principles of effective risk communication;
3. Apply risk communication theories and principles to the development and evaluation of risk communication messages and programs.

Course Reading Materials

Required: Journal articles--available on Carmen under each weekly module

Grading

Course requirements

Component	Point
Syllabus quiz	5
Preview quizzes	
10 pts x 5 (out of 8 quizzes)	50
Application exercises	
5 pts x 5 (out of 8 exercises)	25
Exam 1	90
Exam 2	110
Risk message progress reports	
Progress report 1	5
Progress report 2	10
Risk message full report	30
Reflection paper	10
In-class participation	20
<i>Total</i>	355

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

Note that Carmen does not round up fractions. Please take that into account in computing grades. I do not round up grades.

Assignments

Preview quizzes

The goal of the quizzes is to help students engage with reading materials prior to class meeting and be prepared for in-class discussion. The Quizzes function of Carmen will be used. Unless indicated otherwise, the quizzes will be activated on Carmen by 5pm Fridays and will close at 5pm on the Thursday of the next week, the day before the next class in which the topic will be discussed. There will be a total of eight online quizzes and three lowest scores, including any zeros from missed quizzes, will be dropped in the computation of the scores for the final grade.

Application exercises

Application exercises are designed to stimulate students' involvement in class topics and materials. Using the Assignment function of Carmen, the instructor will ask students to apply risk communication concepts to various real-life situations and enter a response. The assignment will be activated on Carmen by the class start time of each Friday. Response is due by 10am Thursday of the next week. The instructor will review the application exercise and responses on the next day (Friday) in class. Out of the total seven exercises, three lowest scores, including any zeros from missed exercises, will be dropped in the computation of the scores for the final grade.

Exams

Two online exams using Carmen and Proctorio are scheduled for the semester. Exam 1 will cover all content covered prior to the exam. Exam 2 will be comprehensive, covering all topics of the course. Each exam will be on Carmen and proctored using Proctorio (see Course Technology below) and in a close-book format. Exams can cover any course materials including lectures, assigned reading materials, class discussion, and assignments including preview quizzes and application exercises. Each exam can be any combination of true/false, multiple choice, multiple answers, and open-ended questions. The instructor will provide a study guide and a review session prior to each exam.

Risk message assignment

This assignment asks you to identify a risk communication topic, identify a "bad" risk communication message about the topic and analyze the messages, and develop a "good" risk communication message addressing the limitations of the "bad" risk communication message. The evaluation of the bad message and the design of the good message should be based on theory. Progress report 1 will ask for the identification of the risk communication topic. Progress report 2 will ask for the identification of the "bad" message, identification of the concepts or theories to be used in the evaluation, and preliminary evaluation and score of the "bad" message. Overall, work will be evaluated in terms of the soundness of theoretical understanding and theoretical application in the evaluation of the messages and the quality of theory-based improvement of the messages. A detailed guideline will be provided on Carmen.

Reflection paper

The goal of this assignment is to help students analyze what they have learned and how they learned it, and plan on how they will use the knowledge in future research and/or action. Each student will submit a 500-word reflection paper at the end of the semester. The specificity of the description of what and how one learned, the accuracy of the conceptual references, and the depth of self-reflection will be evaluated.

In-class participation

Students are expected to come to class after having read the assigned reading materials and being prepared for discussion. The instructor will evaluate the quality and quantity of participation. Quality is more important than quantity. Quality of participation is defined as the degree to which it demonstrates the student's understanding of the readings, is relevant to the theory and practice presented in the readings, stimulates other students' interest in and discussion of the topic of the day. Asking thoughtful questions is an important form of class participation. Quantity is defined as the regularity and frequency of participation that facilitates learning and teaching.

Makeup exam

See the class calendar for scheduled exam dates. A written documentation of valid reason is necessary for a makeup exam.

Late assignments

Late assignments will be graded down 20% per each calendar day unless a written documentation of valid reason is provided in advance. **Note that a makeup is not applicable to the preview quiz and in-class exercise assignments because for each assignment three weeks of missed submissions will be removed in the computation of the final grade (see Preview quizzes, Application exercises). For each assignment, students are given ample time window to complete it. For quiz, students will be given answer keys immediately after preview quiz submission window closes so that they can review incorrect answers and to study correct information prior to class. Similarly, for application exercise, the instructor will discuss the question and responses in class on the next day. Each week students will be reminded of these assignments.**

Attendance, Participation, and Discussions

Attendance

Attendance is of central importance to completing this hybrid, once-a-week meeting course with credit. Attendance will be taken at every class meeting. Missing more than three classes without a written communication of a valid reason will result in lowering of your final grade for this course by a half letter grade (e.g., A→A-, B+→B). Students missing a class should email the instructor. Given the continued high prevalence of COVID, students should not attend class if they are feeling sick. It is very important that individuals avoid spreading the virus to others. Lecture slides and recordings will be available on Carmen and Mediasite.

Student participation

Students are expected to come to class after having completed the reading of the assigned materials. Your completion of preview quizzes and application exercises will be recorded by Carmen. All other assignments should be submitted on Carmen. Students are expected to engage in class discussion. The instructor will evaluate the quality and quantity of participation. Quality participation means asking questions or making comments that can deepen the understanding or facilitate the application of the topic being discussed. Quality of participation is more important than quantity. During online classes, students are expected to use the audio and video functions to participate in class discussion. You are strongly encouraged to use the instructor's office hour via CarmenZoom for questions about class topics, materials, assignments, and any other issues that may hinder your performance in this course.

Faculty feedback and response time

I am providing the following list to give you an idea of my intended availability throughout the course. For technical problem you can call 614-688-HELP at any time.

E-mail

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

Grading and feedback

Preview quiz scores will be available immediately after it is due, which is Thursdays at 5:01pm. Grades for application exercises and progress reports will be available in about three days. For term assignments, grades will be available in five to ten business days.

Office hours and appointments

Students are encouraged to use online office hours via CarmenZoom. Appointments outside the office hours are gladly made upon request.

Discussion and communication guidelines

The following are my expectations for how we should communicate as a class.

Tone and civility

Respect for everyone in classroom, including other students and the instructor, is essential. Rude remarks or behaviors negatively affect the classroom experience of not only the recipient but the rest of class and disrupt learning and teaching. Race- or gender-based prejudices against other students or the instructor have no place in this course and will not be tolerated.

Disruptive behavior

Everyone is expected to contribute to learning experience in this course. For each occurrence of disruptive or distracting behavior, 5 points will be subtracted from your final total score for this class: phone use including phone ringing and texting, three or more late arrivals and early departures without a written documentation of reason, and other behaviors that disrupt teaching and learning.

COVID-19 and Illness Policies

The university strives to make all learning experiences as accessible as possible. In light of the current pandemic, students seeking to request COVID-related accommodations may do so through the university's [request process](#), managed by Student Life Disability Services. 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. To establish reasonable accommodations, I may request that you register with Student Life Disability Services. 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.

Student illness or absence

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. All materials will be made available on Carmen and Mediasite, including lecture slides and recordings. Alternate assignments or extensions may be arranged.

Instructor illness or absence

If the *instructor* is too ill to teach the course for a period of time, the designated backup for this course will step in. You will be notified via email from the School of Communication.

Vaccination

The COVID-19 vaccine is the single best way to protect yourself and others from the disease. Widespread vaccination also offers us our best chance of ending the pandemic and getting back to a pre-pandemic lifestyle. If you haven't already, please get vaccinated. It is safe, effective, and [free](#).

Masks and social distancing

The university requires that everyone on campus wears masks indoors (for more information, see <https://safeandhealthy.osu.edu/>). Wearing a mask that covers your mouth and nose is important because it can help slow the spread of COVID-19. There are several reasons to do this, even if you are vaccinated. First, the "Delta variant," which is the dominant version of the virus that causes COVID in the U.S. today, is highly contagious, and has caused a huge increase in cases recently. Second, even if you are vaccinated, there have been some cases of "breakthrough" infection, where a vaccinated person becomes ill. These cases are much less severe than cases among unvaccinated individuals, but you still don't want to go through it if you don't have to. Finally, and most importantly, if you get COVID-19 you can spread it to other people, including young children and others who cannot take the vaccine. In short, masks help protect you and they help you protect other people. Social distancing may also help slow the spread of COVID. Although classrooms are no longer configured to ensure that students can spread out, doing so may still be helpful if you have the opportunity.

Recordings of class sessions

I intend to post recordings of our class sessions on Carmen. These recordings are not a substitute for the in-person learning experience. Instead, they are a tool to help those who are forced to miss class on account of illness to catch up. As such, recordings may fail to capture in-class activities, they may be incomplete in other ways, or they be entirely missing (e.g., in the event of a problem with the recording technology).

Other related resources

COVID-19 Accommodations. The university strives to make all learning experiences as accessible as possible. In light of the current pandemic, students seeking to request COVID-related accommodations may do so through the university's [request process](#), managed by Student Life Disability Services. 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. To establish reasonable accommodations, I may request that you register with Student Life Disability Services. 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.

Food security (<https://www.buckeyefoodalliance.org/>, 614-688-2508). The Ohio State University is committed to ensuring that all students have access to adequate and healthy food. Any undergraduate or graduate student with a BuckID may confidentially use the Buckeye Food Alliance food pantries. No proof of need is required. The pantry is located in Lincoln Tower, Suite 150 (1800 Cannon Dr., Columbus, OH 43210). Check the website or call for current hours.

COVID-19 emergency financial assistance (<https://sfa.osu.edu/contact-us/consumer-disclosure/COVID-19-aid>) Ohio State has emergency grants available to aid students who are facing unexpected financial challenges related to the pandemic. Students may use the funds toward any component of the cost of attendance, or for emergency costs that arise as a result of the COVID-19 pandemic such as food, housing, tuition, health care (including mental health care) or child care. Please visit the website for more information.

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.

- **CarmenCanvas (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](#)
- **CarmenZoom:**
 - Office hours will be held through Ohio State's conferencing platform, CarmenZoom. A separate guide to accessing CarmenZoom and our office hours is posted on the course Carmen page under Files.
 - [CarmenZoom](#) help guide
- **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.
 - [Secured Media Library](#) help guide
- **Proctorio:**
 - Proctorio, an online proctoring tool, will be used during this course for the exams. Students are required to have a webcam (USB or internal) with a microphone and a strong and stable internet connection. During the course of an exam, Proctorio will record the testing environment, therefore students should select private spaces for the exam session where disruptions are unlikely and where recording devices can be enabled. Instructions for Proctorio use will be provided. To use Proctorio you **must be over 18 years of age**. Additionally, the tool has **limitations in its accessibility for students reliant upon screen readers and keyboard navigation. If you have concerns about using an online proctoring tool for the reasons listed above or in general, please work with your instructor to find an equivalent alternative. Additional information on academic integrity at Ohio State and recommended proctoring options are available.**
 - For instructions for downloading Proctorio, see: <https://resourcecenter.odee.osu.edu/carmencanvas/getting-started-proctorio-students> (Links to an external site.)
 - Proctorio offers free [24/7 student support](#) through web chat or email.
- **Turnitin:**
 - Students at The Ohio State University are accountable for the integrity of the work they submit. Therefore, you should be familiar with the guidelines

provided by the [Committee on Academic Misconduct \(COAM\)](#) and [Section A of OSU's Code of Student Conduct](#) in order to meet the academic expectations concerning appropriate documentation of sources. In addition, OSU has made Turnitin, a learning tool and plagiarism prevention system, available to instructors. For this class, you will submit your papers to Turnitin from Carmen. When grading your work, I will interpret the originality report, following [Section A of OSU's Code of Student Conduct](#) as appropriate. For more information about Turnitin, please see [the vendor's guide for students](#). Note that submitted final papers become part of the OSU database.

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
- Web cam and microphone

Necessary software

- 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.
- 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

College and University 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 (interim), Mollie Peirano, 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

Academic Integrity Policy

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 Calendar

Note. All times are Eastern. This schedule and its components below are subject to revision at instructor's discretion and under extenuating circumstances. Students will be notified of such modifications on Carmen and are responsible for timely access to the information and any necessary adjustments in the work for this course.

Wk	Date	Mode	Topic	Assignments	In-Class Activities	Readings	
1	8/27	Face to face (F2F)	First class		Introduction to the course; Overview of the study of risk communication		
2	9/3	F2F	Theoretical bases	Syllabus quiz & Student survey due @10am 9/2 Quiz 1 due @5pm 9/2	Review of Quiz 1 Lecture & discussion	Cho & Witte, 2005	
3	9/10	F2F	Risk perceptions	Application 1 due @10am 9/9 Quiz 2 due @5pm 9/9	Review of Application 1 & Quiz #2 Lecture & discussion	Slovic, 1987; Sandman, 1988	
4	9/17	F2F	Affective & emotional aspects	Application 2 due @10am 9/16 Quiz 3 due @5pm 9/16	Review of Application 2 & Quiz 3 Lecture & Discussion	Lerner et al., 2003; Sinaceur et al., 2005	
5	9/24	F2F	Social aspects	Application 3 due @10am 9/23 Quiz #4 due @5pm 9/23	Review of Application 3 & Review of Quiz 4 Lecture & Discussion	Cho, 2006; Finucane, 2000	
6	10/1	Online via CarmenZoom	Review	Application 4 due @10am 9/30 Review of study guide Review of risk message assignment	Q&A re Exam 1 Q&A re Risk message assignment	Exam 1 study guide	
7	10/8	Online via Carmen & Proctorio	Online Exam 1 Using Carmen Proctorio Risk Message Assignment Progress Report 1 Due @11:59pm 10/8 on Carmen				

Wk	Date	Mode	Topic	Assignments	In-Class Activities	Readings
8	10/15		October break: No class			
9	10/22	Online via CarmenZoom	Media effects on risk perceptions	Quiz 5 due @5pm 10/21	Review of Quiz 5 Lecture & Discussion	Snyder & Rouse, 1995; So et al., 2011
10	10/29	Online via CarmenZoom	Societal risk	Application 5 due @10am 10/28 Quiz 6 due @5pm 10/28	Review of Application 5 & Quiz 6 Lecture & Discussion	Cho & Kuang, 2015
11	11/5	Online via CarmenZoom	Each student will work on the risk message project. Instructor will be present for Q&A about the project. Risk Message Assignment Progress Report 2 Due @11:59pm 11/5 on Carmen			
12	11/12	Online via CarmenZoom	Risk and trust	Application 6 due @10am 11/11 Quiz 7 due @5pm 11/11	Review of Application 6 & Quiz 7 Lecture & Discussion	Siegrist et al., 2000
13	11/19	Online via CarmenZoom	Risk and stigma	Application 7 due @10am 11/18 Quiz 8 due @5pm 11/18	Review of Application 7 & Quiz 8 Lecture & Discussion	Smith, 2007
14	11/26		Thanksgiving break: No class			
15	12/3	Online via CarmenZoom	Last class	Application 8 due @10am 12/2 Review of online study guide	Q&A re exam 2 Course wrap up	Exam 2 study guide
	12/6 12/8	Carmen	Reflection Paper Due @11:59pm Monday 12/6 on Carmen Risk Message Assignment Full Report Due @11:59pm Thursday 12/9 on Carmen			
	Finals week	Online via Carmen & Proctorio	Online Exam 2 Using Carmen Proctorio; Date and time to be given by the university			