COMM 2540:
Introduction to Communication Technology

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Office Hours: By appointment via Zoom

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Office Hours: Tues. 10-11am and by appointment   Zoom: link

Contact Expectations: <u>You are expected to consult the syllabus before emailing questions about the class.</u> If you have a question that is not addressed in the syllabus, the first person you should contact is your TA (Molly). Molly is very knowledgeable about all aspects of the course and should be your resource for all questions and concerns regarding content, grades, class scheduling, accommodations, or any other class related issues. If she cannot answer your question or if you have a question that is specific to me, you are welcome to send me a message: deandrea.1@osu.edu.

PLEASE do the following when contacting us:

1) Use your OSU email account to send us a message. Canvas mail/messenger is not reliable and cannot be tracked. Non-OSU email (e.g., Yahoo) often goes to spam.

2) Please ensure that your email messages are professional and informative by including the course name in the subject line (i.e., Comm 2540), adequate yet concise written text, and your full name.

3) Please give us 24 hours of receipt on business days to respond. We will strive to respond within 24 business hours to all messages.

Typical Weekly Structure:
A module will be released on Carmen each Monday morning that includes lecture videos, readings, supplementary content (e.g., video links, popular press articles), and a weekly application assignment that is due by the end of the day Friday.

Recommended Text:
Carr, C. T. (2021). *Computer-mediated communication: A theoretical and practical introduction to online human communication.* Rowman & Littlefield.

Most readings are available on Carmen

Course Objectives:
1. Students will learn about the characteristics and functionality of communication technologies; a focus will be placed on identifying the unique properties of new communication technologies. Progress towards this objective will be assessed primarily through exams.

2. Students will increase their knowledge of communication technology adoption and discontinuation, with a particular focus on the role communication plays in these processes. Progress towards this objective will be assessed through application assignments and exams.

3. Students will increase their knowledge of the societal implications of new and emerging communication technologies, with a focus on political, economical, relational, and psychological effects. Progress towards this objective will be assessed through application assignments and exams.

4. 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. Progress towards this objective will be assessed primarily through application assignments.

Course Assignments:
Exams (3): 100 points each
Application assignments (12): 10 points each, lowest 2 scores dropped
Total: 400 points

Exams:
Exams consist of approximately 25-30 multiple choice, true/false, and matching style questions. The questions are designed to assess (1) a basic definitional understanding of course content, and (2) the ability to accurately interpret and evaluate human communication and behavior through the lens of course concepts. For the most part, the exams will not be cumulative. However, some major concepts discussed throughout the semester may appear on multiple exams.

Application Assignments:
Application assignments provide students the opportunity to (1) review and critically evaluate content from lecture and course readings, and (2) apply course content to real world experiences and events. Accordingly, they are designed to reinforce content recently covered in the course and promote a deeper understanding of course content through the direct application of the material. **Computer issues, upload failures, and work conflicts are among many <u>non-valid</u> excuses for missing an exam or failing to turn in an assignment on time. DO NOT WAIT UNTIL THE LAST MINUE TO UPLOAD YOUR ASSIGNMENTS.**

There will be a total of 12 application assignments throughout the semester. Information/instructions for application assignments will be provided on Carmen. For weeks with application assignments, instructions will be made available online and the assignment will need to be submitted by the end of the work week (Friday) as outlined in the course schedule below.

Grades:
Grades are determined by the standard OSU grading scheme. I do not round grades up.

A = 93 - 100%	A- = 90 - 92%	
B+ = 87 - 89%	B = 83 - 86%	B - = 80 - 82%
C+ = 77 - 79%	C = 73 - 76%	C - = 70 - 72%
D+ = 67 - 69%	D = 60 - 66%	E = 0 - 59%

Email and Carmen:
You are responsible for checking your OSU email account and the Carmen course page regularly. Grades and course materials will be posted on Carmen throughout the semester. Always email using your OSU email account and do not email through Carmen.

Late Policy = Do Not Miss Deadlines:
All application assignments and exams missed without a **valid** reason will result in a zero. All deadlines are Eastern Standard Time (EST).

Exam Make-up Policy:
Students must always email in advance or make-up requests will not be considered. Please email your TA and CC me on the email (deandrea.1@osu.edu). Exams can only be made up in the event of a religious conflict, serious illness, death of friend/family member, or pre-approved university activity (e.g., athletic event). Consistent with university policy, I will accommodate students' religious observance days by re-scheduling any exams that conflict with those observances. In the case of a serious 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 date in question. Documents that are not dated and do not indicate the severity of the illness will not be accepted. Documentation is required in the case of a death in the family. Application assignments can only be made up when one of the above issues causes an extended absence. Student athletes, themselves, must provide advance notification of any absences.

Academic Dishonesty:
"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/."

Adopted from: http://asccas.osu.edu/curriculum/asc-syllabus-elements

School of Communication Diversity Policy:
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.

Students with Special Needs:
"Students with disabilities that have been certified by the Office for Disability Services will be appropriately accommodated and should inform the instructor as soon as possible of their needs. The Office for Disability Services is located in 150 Pomerene Hall, 1760 Neil Avenue; telephone 292-3307, TDD 292-0901; http://www.ods.ohio-state.edu/."

Adopted on July 20th, 2015 from: http://asccas.osu.edu/curriculum/asc-syllabus-elements

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

Criteria for Grading Application Assignments (courtesy of Dr. Fox)

A: All aspects of the work are outstanding and error-free (or close to it). Students reveal a deep understanding of the content of the course as well as an ability to work with concepts beyond the level of simply regurgitating facts and definitions. Overall, students demonstrate in their work an excellent ability to synthesize and apply course content.

B: All work is of high quality. Work is clear, well structured, and largely error-free. Work effectively responds to all required elements of the assignment. Overall, the work demonstrates a solid grasp of course content, and some ability for creative, integrative, or intellectually rigorous application of the material.

C: All work is of acceptable, average quality. Work is on topic, responds to the requirements of the assignment, and is not rife with errors. Work addresses the requirements of the assignment and includes some elements of good style and structure. Content demonstrates a basic understanding of most elements of the course. Overall, work demonstrates a reasonable grasp of all content, but limited ability for creative, integrative, or intellectually rigorous application of the material.

D: Some work is of unacceptable quality. Work addresses the topic in a broad sense, but misses some key points or contains an unacceptable level of errors. Work addresses the assignment at only the most basic level. Content reveals some key areas of the course material in which knowledge is lacking. Overall, work demonstrates a weak grasp of content and little ability for creative, integrative, or intellectually rigorous application of the material.

E: A majority of the work is of unacceptable quality. Work fails to meet the basic requirements of the assignment, lacks basic elements of professional presentation, or is otherwise unresponsive to instructions. Errors are probably frequent. Content reveals a widespread lack of knowledge. Overall, work demonstrates little grasp of the material.

Tentative Nature of this Syllabus
This syllabus represents a contract in the works. Events that transpire over the semester may require me to modify the administration of the course and therefore the syllabus. In the event I need to modify the syllabus, I will announce the modification in class and update the syllabus on Carmen. Ultimately it is your responsibility to keep up with any such modifications and be aware of current policies, deadlines, etc. I reserve the right to modify course policies throughout the semester.

COURSE SCHEDULE

Class	Topic	Primary Required Reading (Italicized readings are on Carmen)	Assignment
Week 1 1/10 – 1/14	1.1 Course Policy 1.2 The Basics	Carr Chapter 1, pgs. 3-7 *Chapter 1 (Westerman et al., 2017)*	Assignment 1 Due 1/14
Week 2 1/17 – 1/21	2.1 Methods for Studying Comm Tech and Examples of Faculty Research in the School of Communication	*Method Articles*	Assignment 2 Due 1/21
Week 3 1/24 – 1/28	3.1 Media Perspectives 3.2 Technology Adoption 1	Carr Chapter 1, pgs. 10-13 *Political Economy Article* *Diffusion of Innovations*	Assignment 3 Due 1/28
Week 4 1/31 – 2/4	4.1 Technology Adoption 2 4.2 Technology Adoption 3	*Diffusion of Innovations* *Walther & Jang (2012)*	Assignment 4 Due 2/4
Week 5 2/7 – 2/11	5.1 Tech Affecting Mass Media 1 5.2 Tech Affecting Mass Media 2	*The Internet Age & Attention* *Garrett (2019)*	Assignment 5 Due 2/11
Week 6 2/14 – 2/18	6.1 1st section review 6.2 **Exam 1 Thursday 2/17**		**Due by 11:59pm 2/17**
Week 7 2/21 – 2/25	7.1 CMC theories 1 7.2 CMC theories 2	Carr Chapters 3 & 4 *Walther (2015) Chapter*	Assignment 6 Due 2/25
Week 8 2/28 – 3/4	8.1 Deception: Warranting Theory 8.2 Deception: Signaling Theory	*DeAndrea (2014) pgs. 186-196* *DeAndrea (2014) pgs. 197-200*	Assignment 7 Due 3/4
Week 9 3/7 – 3/11	9.1 Technology and the Self 9.2 Tensions with Personal Media	*Park & Kaye (2019)* *Hall (2020) Chapter 7*	Assignment 8 Due 3/11
Week 10 3/21 – 3/25	10.1 Social Media: Production Effects 10.2 Social Media: Consumption Effects	Carr Chapter 10 *Holland & Tiggemann (2016)*	Assignment 9 Due 3/25
Week 11 3/28 – 4/1	**11.1 2nd section review** **11.2 Exam 2 Thursday 3/31**		**Due by 11:59pm 3/31**
Week 12 4/4 – 4/8	12.1 Social Identity and Deindividuation 12.2 Intrapersonal CMC	Carr Chapter 5 Carr Chapter 9 pgs. 159-173	Assignment 10 Due 4/8
Week 13 4/11 – 4/15	13.1 Virtual Environments 13.2 Human computer-interaction	*Novak & Fox Chapter*	Assignment 11 Due 4/15
Week 14 4/18 – 4/22	14.1 Internet Addiction 14.2 Digital Stress	*Caplan: POSI Article* *Hall (2020) Chapter 8*	Assignment 12 Due 4/22
Week 15 4/25	15.1 3rd section review **15.2 Exam 3 Monday 4/25**		**Due by 11:59pm 4/25**