



# SYLLABUS

## COMM 2540

Introduction to Communication Technology

Summer 2022 (8 Weeks)

3 credit hours

Online

## 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.

## Instructor

Instructor: Daniel Colón Amill

Email address: colonamill.1@osu.edu

Phone number: (797) 948-7518

Office hours: Mondays from 1pm to 4pm, or by Appointment

Zoom Link:

<https://osu.zoom.us/my/colonamill?pwd=dmdDNENNd2xyRnZNbGVZWXdIQ3dxZz09>

Teaching Assistant: Jorge Cruz Ibarra

Email address: cruzibarra.1@osu.edu

Office hours: By Appointment

Zoom Link:

<https://osu.zoom.us/j/7634444036?pwd=d1FRbTNKcU9SRXVKUXJpbi90REd6dz09>

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## Prerequisites

Not open to students with credit for 240.

## Course description

Current problems of the technologies markets and policies of new and developing media. This course will be delivered entirely online.

## 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.

## HOW THIS ONLINE COURSE WORKS

**Mode of delivery:** Because this is a distance-education course, your attendance is based on your online activity and participation. This course is 100% online. There are no required sessions when you must be logged in to Carmen at a scheduled time.

**Pace of online activities:** This course is divided into **weekly modules** that are released one week ahead of time. Students are expected to keep pace with weekly deadlines but may schedule their efforts freely within that time frame.

**Credit hours and work expectations:** This is a **3-credit-hour course**. According to Ohio State policy ([go.osu.edu/credithours](http://go.osu.edu/credithours)), students should expect around 3 hours per week of time spent on direct instruction (instructor content and Carmen activities, for example) in addition to 6 hours of homework (reading and assignment preparation, for example) to receive a grade of (C) average.

**Attendance and participation requirements:** Because this is an online course, your attendance is based on your online activity and participation. The following is a summary of students' expected 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:

### Online Readings:

- Please complete the assigned readings by Wednesday of each week. The expectation is that the reading is completed 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. 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. Quizzes will be administered on every Friday on Carmen. Written papers will always be due by Wednesday by midnight in the Carmen dropbox. Email correspondence may be used to

communicate with your instructor. 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 a response!** This is a communication technology course: Communicate effectively and professionally via email.

## COURSE MATERIALS AND TECHNOLOGIES

### Textbooks

#### Required

- 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)
- [Additional readings and lecture materials will be posted on Carmen.]

### 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](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](https://my.osu.edu).
  - Help guides on the use of Carmen can be found at <https://resourcecenter.odde.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](#)
- **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 the professor or TA in the virtual office hours room

- Help guides on the use of Carmen Zoom can be found at <https://resourcecenter.odee.osu.edu/carmenzoom>

## 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, .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](https://osuitsm.service-now.com/selfservice/kb_view.do?sysparm_article=kb04733)

# GRADING AND INSTRUCTOR RESPONSE

## How your grade is calculated

Assignment	Points and Percentage
Syllabus Quiz	10 points
Reading Quizzes	5 points each = 40
Reflections and Reactions	15 points each = 120
Exam 1	25 points
Exam 2	30 points
TOTAL	225 points 100%
C-REP Extra Credit	1 credit = 1 point total 3 points possible

*See course schedule below for due dates.*

## Descriptions of major course assignments

All deadlines are in Eastern Time (ET).

### Quizzes

All 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. Quizzes are due Sundays at 11:59 pm EST, with the exception of the final week of class. The quizzes are non-cumulative.

### Reflections and Reactions

For 8 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 Friday at 11:59 pm EST. Guidelines for discussion expectations are provided on Carmen. Responses should be 1-2 pages 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. You will be expected to use APA to format your papers and properly cite your references. No title page necessary.

### Exams

Two exams will be administered through Carmen. Each exam will contain some combination of multiple choice, true/false, 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 lecture and in the readings.

## Late assignments

Written assignments must be submitted by Friday at midnight on the assigned due date. You will have access to them from the beginning of the course and are always allowed to work ahead; thus, no excuses will be accepted, barring extreme circumstances. Assignments will not be accepted late. Make your best effort to submit assignments on the due date. 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 quiz or writing assignment accepted with no penalty after the upload box closes. Please note that OCIO staff are able to see when you last logged in, what Carmen pages you navigated to, and how long you were on each page.

## 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 have to make a cut at some point, so I just use Carmen to do that, and I don't round up individual grades, no matter how close you may be, because it's not fair to other students.

## Instructor feedback and response time

I am providing the following list to give you an idea of my intended availability throughout the course. (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). Remember that you can call **614-688-HELP** or contact OSU IT Service Desk 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**. Emails sent after 5pm on Friday can expect a response on Monday.

### Discussion board

I will check and reply to messages in the Course Q&A discussion board **every 24 hours on school days**. Posts made after 5pm on Friday can expect a response on Monday.

## OTHER COURSE POLICIES

### 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 TAs 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. Neither the instructor or TA of the course will assist you in fixing your technical issues. )

### Academic integrity policy

#### Policies for this online course

- **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.

#### 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/>.

**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.** If COAM determines that you have violated the university's *Code of Student Conduct* (i.e., committed academic misconduct), 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 the above policy or what constitutes academic misconduct in this course, please contact me.

Other sources of information on academic misconduct (integrity) to which you can refer include:

- Committee on Academic Misconduct web page ([go.osu.edu/coam](http://go.osu.edu/coam))
- Ten Suggestions for Preserving Academic Integrity ([go.osu.edu/ten-suggestions](http://go.osu.edu/ten-suggestions))

## Student Services and Advising

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>

The Student Service Center assists with financial aid matters, tuition and fee payments. University Student Services can be accessed through BuckeyeLink. More information is available here:

<https://contactbuckeyelink.osu.edu/>

Advising resources for students are available here:

<http://advising.osu.edu>

## Copyright for instructional materials

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.

## Statement on Title IX

All students and employees at Ohio State have the right to work and learn in an environment free from harassment and discrimination based on sex or gender, and the university can arrange interim measures, provide support resources, and explain investigation options, including referral to confidential resources. If you or someone you know has been harassed or

discriminated against based on your sex or gender, including sexual harassment, sexual assault, relationship violence, stalking, or sexual exploitation, you may find information about your rights and options at [titleix.osu.edu](https://titleix.osu.edu) or by contacting the Ohio State Title IX Coordinator at [titleix@osu.edu](mailto:titleix@osu.edu). Title IX is part of the Office of Institutional Equity (OIE) at Ohio State, which responds to all bias-motivated incidents of harassment and discrimination, such as race, religion, national origin and disability. For more information on OIE, visit [equity.osu.edu](https://equity.osu.edu) or email [equity@osu.edu](mailto:equity@osu.edu).

## **Commitment to a diverse and inclusive learning environment**

The Ohio State University affirms the importance and value of diversity in the student body. Our programs and curricula reflect our multicultural society and global economy and seek to provide opportunities for students to learn more about persons who are different from them. We are committed to maintaining a community that recognizes and values the inherent worth and dignity of every person; fosters sensitivity, understanding, and mutual respect among each member of our community; and encourages each individual to strive to reach his or her own potential. Discrimination against any individual based upon protected status, which is defined as age, color, disability, gender identity or expression, national origin, race, religion, sex, sexual orientation, or veteran status, is prohibited.

## **Land Acknowledgement**

We would like to acknowledge the land that The Ohio State University occupies is the ancestral and contemporary territory of the Shawnee, Potawatomi, Delaware, Miami, Peoria, Seneca, Wyandotte, Ojibwe and Cherokee peoples. Specifically, the university resides on land ceded in the 1795 Treaty of Greeneville and the forced removal of tribes through the Indian Removal Act of 1830. I/We want to honor the resiliency of these tribal nations and recognize the historical contexts that has and continues to affect the Indigenous peoples of this land.

More information on OSU's land acknowledgement can be found here:

<https://mcc.osu.edu/about-us/land-acknowledgement>

## **Your mental health**

As a student you may experience a range of issues that can cause barriers to learn, 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. No matter where you are engaged in distance learning, The Ohio State University's Student Life Counseling and Consultation Service (CCS) is here to support you. If you find

yourself feeling isolated, anxious or overwhelmed, on-demand resources are available at [go.osu.edu/ccsondemand](https://go.osu.edu/ccsondemand). You can reach an on-call counselor when CCS is closed at 614-292-5766, and 24-hour emergency help is also available through the 24/7 National Prevention Hotline at 1-800-273-TALK or at [suicidepreventionlifeline.org](https://suicidepreventionlifeline.org). The Ohio State Wellness app is also a great resource available at [go.osu.edu/wellnessapp](https://go.osu.edu/wellnessapp).

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](https://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)

## 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 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](mailto:slds@osu.edu); 614-292-3307; 098 Baker Hall, 113 W. 12<sup>th</sup> Avenue.

### Accessibility of course technology

This online course requires use of CarmenCanvas (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.

- Canvas accessibility ([go.osu.edu/canvas-accessibility](https://go.osu.edu/canvas-accessibility))
- Streaming audio and video
- CarmenZoom accessibility ([go.osu.edu/zoom-accessibility](https://go.osu.edu/zoom-accessibility))
- Collaborative course tools

## COURSE SCHEDULE

Refer to the Carmen course for up-to-date assignment due dates.

Week	Dates	Topics, Readings, Assignments, Deadlines
1	5/10/2022	<p><u>Topics: Communication &amp; Technology/ Grand Innovations &amp; the Internet/ Dystopias &amp; Utopias</u></p> <p><b>Readings: Syllabus, MC Ch 1-2, Jarvis</b></p> <p><b>Due: Syllabus Quiz, Access Poll, Quiz 1</b></p> <p><b>R&amp;R Discussion 1</b></p>
2	5/16/2022	<p><u>Topic: Adoption &amp; Diffusion/ Access &amp; Ability/ Bubbles &amp; News</u></p> <p><b>Readings: MC Ch 3-5, Zuiderveen Borgesius et al., Garret</b></p> <p><b>Due: Quiz 2</b></p> <p><b>R&amp;R Discussion 2</b></p>
3	5/23/2022	<p><u>Topic: MRT &amp; CFO/ CASA &amp; Media Equation/ Social &amp; Hyperpersonal</u></p> <p><b>Reading: Gambino et al., Guy Raz (NPR)</b></p> <p><b>Due: Quiz 3</b></p> <p><b>R&amp;R Discussion 3</b></p>
4	5/30/2022	<p><u>Topic: Divides and Consequences/ Connections and Opportunities/ Influence and Activism</u></p> <p><b>Reading: Cerullo (CBS), Tufekci, Gonzalez et al.</b></p> <p><b>Due: Quiz 4</b></p> <p><b>R&amp;R Discussion 4</b></p> <p><b>Exam 1 (Open 6/1-6/3)</b></p>

Week	Dates	Topics, Readings, Assignments, Deadlines
5	6/6/2022	<p><u>Topic: Surveillance and Security/ Governance and Waves/ Regulation &amp; Law</u></p> <p><b>Reading: MC Ch 11, Larson, Nakashima (WaPo), Spar, Finley</b></p> <p><b>Due: Quiz 5</b></p> <p><b>R&amp;R Discussion 5</b></p>
6	6/13/2022	<p><u>Topic: Stereotypes &amp; Anonymity/ Personalization &amp; Devices/ Avatars &amp; Agents</u></p> <p><b>Reading: MC Ch. 12-13, Collins (CNET), Greene, Millet, Chambers, Singer, Dauchot (Medium)</b></p> <p><b>Due: Quiz 6</b></p> <p><b>R&amp;R Discussion 6</b></p>
7	6/20/2022	<p><u>Topic: Deception &amp; Trust/ Online &amp; Disinhibited/ Love &amp; Hate</u></p> <p><b>Reading: MC Ch 6, Markowitz, Selkie, Graham, Emerging Technology (MIT)</b></p> <p><b>Due: Quiz 7</b></p> <p><b>R&amp;R Discussion 7</b></p>
8	6/27/2022	<p><u>Topic: Alone &amp; Together/Vulnerable and Lonely 1/ Vulnerable and Lonely 2</u></p> <p><b>Reading: MC Ch 7-8, Bowman, Osmanovic &amp; Pecchioni, Flood</b></p> <p><b>Due: Quiz 8</b></p> <p><b>R&amp;R Discussion 8</b></p> <p><b>Exam 2 (Open 6/29-7/1)</b></p>