COMM2540: Introduction to Communication Technology (OL)

School of Communication | Autumn 2022 | Section 16212

Professor: Dr. Teresa Lynch (she/her)

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Digital Office: Carmen Zoom Room (linked in Carmen)

Office Hours (online only): 9:30am - 10:30am ET Mondays and by appointment

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COURSE DESCRIPTION & GOALS

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 asynchronously. 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

Carr, C. T. (2021). *Computer-mediated communication: A theoretical and practical introduction to online human communication.* Rowman & Littlefield. (ISBN: 978-1-5381-3171-8)

Note: You may purchase an electronic version of the text directly from the publisher by visiting [this link](#).

I will provide other required media content, materials, and readings via Carmen throughout the semester.

TEACHING APPROACH

My leadership and instruction in the classroom is an important part of my role as a professor here at The Ohio State University. This course serves as an introduction to better understanding our information rich world – one that increasingly demands knowledge and skills in effectively engaging with communication technology. This makes for a course that will likely resonate with you on a personal level and a fun one for me to teach!

Despite being a fun course, I maintain high standards for my own performance as the professor and, consequently, will ask the same of you. Success in any undertaking requires consistent dedication and learning in your college classes is no different. In online classes, it is especially important that you maintain a high level of attention to deadlines and hold yourself accountable to the course schedule. The grade you earn in this course will reflect that effort. If you find yourself struggling to achieve what you are here to accomplish, then *please* come speak with me so that I might help you strategize your approach to my class.

I strive to highlight the value of course topics by discussing how they matter in cultural, historic, economic, political, and practical contexts. This means that we will engage with themes of justice, social equity, and other angles that you may have existing ideas and feelings about. I invite my students of all backgrounds and perspectives to engage with me in conversation during office hours. I assure you that your perspective will be a welcome point of conversation. Please stop by. We can learn a great deal by communicating.

COURSE POLICIES

Communication policy: Because of the size of our class and its online nature, the communication policies serve to facilitate timeliness, collaboration, and simplicity. Please aim to adhere to the policy. Deviating from the policy may result in undue delays or us missing your messages altogether.

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.

- ***First source for information****:* Your first and most important resource are the course modules, syllabus, and [discussion boards](#) available in Carmen. Please post general questions and look for answers on the discussion board.
- ***Second source for information****:* If you wish to remain anonymous or have sensitive questions, send the graduate TA, Rachel Lopez, an email: lopez.754@buckeyemail.osu.edu. Rachel should be your resource for all questions and concerns regarding content, accommodations, or any other class related issues not addressed in the discussion boards.
- ***Third source for information***: If referencing the discussion board and contacting your TA are not good options for your question or concern, you may email the professor: lynch.659@osu.edu.

Tips for efficient and timely communication with the instructors:

- Please check the syllabus and discussion boards for information before sending an email. Your instructors may have already answered your question in one of these locations and you can get your answer without delay.
- Please use email to correspond with us rather than Carmen mail/messenger. Whereas we may not sign on to Carmen every day, we do check email every day. You will receive a faster response when using email.
- Please use your OSU email address and put the course (COMM2540) in the subject line to decrease response times and ensure we receive your email.
- Please understand that your instructors have multiple demands on their time outside this class. We aim to respond to email promptly, but expect that students will be proactive in sending questions/concerns. It is a good idea to email by Friday mornings ahead of deadlines so we have time to reply as we do not necessarily check email on Saturdays and Sundays.

Deadlines: Assume that all deadlines are in Eastern Time (ET).

Late work: Students may submit all assessments late with a penalty calculated automatically via Carmen's submission system. Submitting work 1 second after the deadline yields a -2% point penalty for the submission. For each additional hour after the deadline, you lose an additional -2% off the submission. Aim to submit work well ahead of the deadline to avoid late penalties.

Unenrollment: OSU does not recognize unenrollment as a valid excuse for missing work. If you become unenrolled from the course for any reason, it is your responsibility to contact me and establish alternative means to submit work prior to the specified deadline. If you suspect that this policy will affect you, I recommend saving the syllabus to your local computer or printing it out for reference.

Professionalism: You must ensure that the work you submit is correct. Submitting files that are corrupt, the wrong version, the wrong format, missing components, the wrong file type, etc. is unprofessional. It is your responsibility to check on the integrity of your work immediately following submission. We will not inform you if your work fails these standards. If we cannot

view your work, you will not receive credit for your submission. Standard lateness penalties apply to unprofessional work.

I will not tolerate disruptions to my online classroom including threatening behavior or inappropriate language/derogatory speech. I expect that all students in this course will maintain civility, professionalism, and decorum while in the classroom and in our online interactions. I reserve the right to dismiss any student who is non-compliant with this policy. Additionally, I reserve the right to report disruptive students to the Dean of Students and/or University Police.

Technology: Students must use technology in this class because this is an online delivered course. It is students' responsibility to keep their instructors updated and aware of the nature of any issues related to technology access (i.e., technological disruption, breakdown, etc.). Students must regularly check their OSU email account, the Carmen course page for information, materials, updates, and to participate in group discussions. Students must maintain access to a computer/laptop, a high-speed Internet connection, current web browser with video-related plugins, and speakers/headphones throughout the course of the semester. The instructor will link lectures through the Carmen modules for each week.

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 (Links to an external site.), and support for urgent issues is available 24x7.

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 will be permitted as these are outside of your control. You can view the status of OSU's systems on this page (Links to an external site.). 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.

Dr. Lynch will hold office hours through Ohio State's conferencing platform, Carmen Zoom. Dr. Lynch's digital meeting room can be accessed during posted office hours at the top of the syllabus. 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 in the virtual office hours room. A guide to accessing Carmen Zoom is available online here (Links to an external site.) and students can access support for Carmen Zoom here (Links to an external site.).

Grade appeals: You may send your professor 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. Appeals can result in an unchanged grade, a higher grade, or a lower grade. To initiate an appeal, please download and submit this form via email to your TA.

Course leave: If you become seriously ill or something happens to you that prevents you from participating in the course for an extended amount of time (e.g., mental illness, taking care of an immediate family member, childbirth, etc.), you may apply for course leave. You must let the instructor know of your situation as soon as practical when you become aware of the need for leave (either the day you learn of the need or the next workday). If you qualify for leave, we will allow you to make up missed work up to 7 days prior to your leave request. Be proactive and let us know as soon as possible if you think you need leave. We will not grant leave retroactively. For example, if you qualify for leave in week 2 but request leave in week 5, you cannot earn credit for work due in weeks 2 & 3. Course leave is similar to OSU's Family and Medical Leave (FML; see here for more information) and the instructor will consider such requests on a case-by-case basis.

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/ (Links to an external site.), 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/COVD-19-aid (Links to an external site.)) 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.

Peer interaction and public work: The structure of this course may incorporate public posting and peer interaction. If you are not comfortable with this, I recommend you drop this course as I will not make any accommodations to this structure.

Tentative nature of syllabus: This syllabus represents an agreement between the students and the instructor, Dr. Teresa Lynch. Students enrolled in this class agree to the terms of the syllabus and understand that the policies, schedule, and deadlines outlined within it are subject to the instructor's modification with notice via Carmen to students.

COURSE ASSESSMENTS

Quizzes (Q): Completing quizzes in Carmen is one way to earn points in the course. The quizzes will be open book/notes and cover material from the textbook and readings. The

purpose of the quizzes is to draw your attention to key concepts in the readings and other course materials. Students may use any materials related to the course to complete the quizzes, but they may not collaborate on them. Some of the material on the quizzes may reappear on exams. The quiz description in Carmen will state which material each quiz covers.

Reactions and Reflections (R&R): Most weeks students will receive a prompt that will require them to reflect on or react to material related to the topic of the week. This will usually require them to engage in an activity (e.g., watch a video, listen to a podcast, read an article, etc.). Then, they will submit a written reflection on the material based on a provided prompt. There are twelve R&Rs. Each week students will receive full credit (i.e., 2/2) if they submit *anything* for the R&R or a zero if they do not. The professor will **randomly select** four of the twelve R&Rs **without notice** and grade those four for content. The professor will provide a general rubric in Carmen describing the criteria used for grading. Of the four graded R&Rs, the professor will drop your lowest grade.

Exams: The professor will administer two non-cumulative exams (see syllabus schedule) each containing some combination of multiple choice, true/false, and matching style questions. The professor has designed the questions to assess your definitional understanding of course content and ability to accurately apply, interpret, and evaluate human communication and behavior through the lens of course concepts. An announced, asynchronous Q&A study session will be provided ahead of the exams. More information will be posted related to the exams in Carmen ahead of the dates the exams open.

Extra Credit: Students may earn up to five points of extra credit (2.5% of the final grade) by participating in ongoing research in the School of Communication. One hour of research participation is equal to one point of extra credit. You must complete all participation by 9:00pm on December 7, 2022 to earn credit. A non-research participation alternative is available if you wish to earn extra credit, but do not wish to participate in or are ineligible to participate in a research study. There is a C-REP information document available in Carmen with more details about research participation.

GRADING

The grade for this course is based on 13 reading quizzes, 12 reflections and reaction submissions, 3 graded reflections and reaction submissions (lowest of 4 randomly selected dropped), and 2 exams. Students may earn extra credit by participating in C-REP studies.

Item		Total Points	Percentage
Reading Quizzes		40	20%
Submitted Reflections & Reactions		20	10%
Graded Reflections & Reactions	Highest 3	50	25%
Exams		90	45%
Total for 100% Score in Course		**200**	**100%**
C-REP Extra Credit	1 credit = 1 point	5 points	2.5%

Total Possible   **205**

To calculate your percentage grade on any item, simply divide the number of points you earned by the points possible. Below are the point ranges for each corresponding course letter grade determined by OSU standards. I will not round grades – please do not ask.

A   93.00-100%   B   83.00-86.99%   C   73.00-76.99%   D   60.00-66.99%

A-   90.00-92.99%   B-   80.00-82.99%   C-   70.00-72.99%   E   0-59.99%

B+   87.00-89.99%   C+   77.00-79.99%   D+   67.00-69.99%

OSU POLICIES

Academic misconduct. All work should be your original work. You must use citations when presenting ideas that are not your own using APA style. You must complete all submitted work by yourself. You may not reuse work from a past or current semester. 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

Disability services. Students with disabilities (including mental health, chronic or temporary medical conditions) that have been certified by the Office of Student Life Disability Services will be appropriately accommodated and should inform the instructor as soon as possible of their needs. The Office of Student Life Disability Services is located in 098 Baker Hall, 113 W. 12th Avenue; telephone 614- 292-3307, slds@osu.edu; slds.osu.edu.

Sexual misconduct/relationship violence. 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

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.

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. Students must consider copyright law before copying, retaining, or disseminating materials outside of the course.

Student life issues. 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 (Links to an external site.) 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 and 24 hour emergency help is also available through the 24/7 National Suicide Prevention Hotline at 1-800-273-TALK or at suicidepreventionlifeline.org (Links to an external site.).

Student academic services. Academic Services' website provides support for student academic success. Students can obtain information on advising issues such as tutoring, transfer credits, academic standing, and contact information for Arts and Sciences advisors at http://advising.osu.edu/welcome.shtml (Links to an external site.). Students may learn about additional services offered on the OSU main campus by visiting http://ssc.osu.edu (Links to an external site.).

COURSE SCHEDULE

The schedule below is tentative and subject to change. A log of documented changes is available at the bottom of this page for any adjustments to the schedule.

Refer to the weekly modules for the most up to date material list. All materials, readings, and videos are available via the modules.

Typical weekly structure: New modules for each week will open on Sundays. Assessments for the week are due on the following Sunday by 11:59PM ET.

Week	Date	Theme	Lectures	Materials	Due	Due Date
1	8/23 - 8/27	Communication & Technology	Welcome Video; Lecture 1-1	Syllabus; CMC Ch. 1	Quiz 1	8/28
2	8/28 - 9/3	Philosophy & Innovation	Lecture 2-1; Lecture 2-2	CMC Ch. 2 (p. 14 - 22); Jarvis; Globalization video; Language & Meaning video	Quiz 2; R&R1	9/4
3	9/4 - 9/10	Diffusion & Access	Lecture 3-1; Lecture 3-2	CMC Ch. 2 (p. 22 - 35); CMC Ch. 13 (p. 271 - 275); Rare video	Quiz 3; R&R2	9/11
4	9/11 - 9/17	Divides & Consequences	Lecture 4-1; Lecture 4-2	CMC Ch. 7 (p. 122-129); Cerullo; Gonzales et al.	Quiz 4; R&R3	9/18
5	9/18 - 9/24	Theories & Principles I	Lecture 5-1; Lecture 5-2	Chapter 3; NPR article/audiocast; Gambino et al. (2020)	Quiz 5; R&R4	9/25
6	9/25 - 10/1	Theories & Principles II	Lecture 6-1	CMC Ch. 4; CMC Ch. 7 (p. 106-122); Walther video	Quiz 6; R&R5	10/2
7	10/2 - 10/8	Theories & Principles III	Lecture 7-1	PBS NewsHour, Facial recognition videos; Greene; Millet, Collins articles; CMC Chapter 5	Quiz 7; (note: no R&R)	4/18
8	10/9 - 10/12 (Fall Break 10/13 - 14)	Prepare & Succeed		Exam 1 releases Tuesday 10/12 at 12am	Exam 1	10/12*
9	10/16 - 10/22	Alone & Together	Lecture 9-1; Lecture 9-2	CMC Ch. 10 185 - 197; CMC Ch. 11 p. 224 - 233; Quitting social media video; In-Person conversation video; Markowitz; Fake videos video	Quiz 8, R&R6	10/23

10	10/23 - 10/29	Activism & Surveillance	Lecture 10-1; Lecture 10-2	Ch. 11 (p.209 - 224); Connected-Surveillance; FISA video; Nakashima; CMC Ch. 10 (p. 199-208)	Quiz 9, R&R7	10/30
11	10/30 - 11/5	News & Presentation	Lecture 11-1; Lecture 11-2	CMC Ch. 12; Garrett; Zuiderveen Borgesius et al.	Quiz 10; R&R8	11/6
12	11/6 - 11/12	Love & Hate	Lecture 12-1; Lecture 12-2	Graham; Selkie; Emerging Technology; Pew video; CMC Ch. 9 (p. 158 - 173)	Quiz 11; R&R9	11/13
13	11/13 - 11/19	Vulnerable & Lonely	Lecture 13-1; Lecture 13-2	Osmanovic & Pecchioni; Bowman; Bridle TEDTalk; PBS Newshour robot video; CMC Ch. 8	Quiz 12; R&R10	11/20
14	11/20 - 11/22 (Thanksgiving break 11/24 - 26)	Avatars & Agents	Lecture 14-1	Proteus Effect reading; Power of VR video; VR medical video; CMC Ch. 9 (p. 173 - 181)	Quiz 13; R&R11	11/22*
15	11/27 - 12/3	Governance & Regulation	Lecture 15-1; Lecture 15-2	Spar, Finley; Media Regulation video; CMC Ch. 13 (p. 279 - 285)	Quiz 14; R&R12	12/4
16	12/4 - 12/7	Prepare & Succeed		Exam 2	Exam 2	12/7*

*Note: these deadlines are earlier than a typical week because of the shortened weeks due to holidays and end of semester.

Materials References

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