

AUTUMN 2022

COMM 3558 SOCIAL MEDIA

Faculty Instructor:

Roselyn Lee-Won, Ph.D. [pronouns: she/her/hers]

lee-won.1@osu.edu

Office hours: Tuesday, 3:00-4:00pm EST/EDT (OR BY APPOINTMENT) on Zoom*

*Please see Carmen for access.

Graduate Student Teaching Assistant:

Jiaqi Qin [pronouns: she/her/hers]

qin.661@osu.edu

Office hours: Friday, 9:00-10:00am EST/EDT (OR BY APPOINTMENT) on Zoom*

*Please see Carmen for access.

Course Overview

Course Description and Objectives

This course functions to help students (1) acquire theoretical and practical knowledge about social media and (2) understand the ways in which social media influence individuals, groups, and society. Over the semester, we will discuss a range of topics related to social media. In this course, students will come to:

- Understand implications of media becoming “social”
- Increase their knowledge of the structure and governance of social media
- Recognize strategies individuals and organizations adopt to use social media effectively
- Learn about the characteristics, functionality, and usage of social media as distinct from traditional mass media and other forms of computer-mediated communication (CMC)

Mode of delivery

This course will be delivered **fully online, asynchronously**. No in-person meetings will take place. Students will access 100% of the instructional content made available on the Carmen Canvas course site. At the start of each week, all course content assigned for the week will be released on the Modules page on Carmen. Please see the Course Schedule table at the end of this syllabus for more information on the weekly activities and important dates.

Credit Hour and Work Expectation

This is a 3-credit-hour course. According to Ohio State policy, students should expect around 3 hours per week of time spent on direct instruction (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. [ASC Honors](#) provides an excellent guide to scheduling and study expectations.

Course Materials

All course-related materials (e.g., videos, readings, assignment instructions) will be accessible through our Carmen Canvas course site.

Course Requirements

Below are descriptions of graded requirements of this course. More detailed instructions for each requirement will be provided on our course site on Carmen.

“About Me” Profile

You will create a post to introduce yourself, along with a photo of yourself on our Carmen site (Discussions/About Me: Self-Introduction).

Syllabus Quiz

You will take one quiz this semester that will cover the syllabus. Since we will not meet face to face at the start of the semester, this quiz will help motivate students to understand the policies and expectations in the course from the start of the semester. The other purpose of the quiz is to familiarize students with using the Carmen quiz system because this is how students will take the Materials Quizzes in this course. Students may take this quiz as many times as they would like, and the highest grade earned will be recorded.

Review Quizzes

Unless noted otherwise, each week you will be given a quiz that will enhance your understanding of the topic(s) covered that week throughout the semester. The quizzes will assess what you have learned from the weekly videos and readings. All 10 quizzes will be open book and open notes. Unlike the Syllabus Quiz, only one attempt will be allowed for each quiz. Out of the ten quizzes, THREE lowest scores will be dropped.

Group Discussions

You will be randomly assigned to a small group with whom you will have an opportunity to interact. For each round of the discussions, you will have specific instructions within the module for how you can discuss that week’s content with your group members. These assignments may include a series of prompts to respond to, or an opportunity to share a real-world example, in light of various course concepts. In each round of the discussions, you will be expected to first create your post (“posting phase”), and then read and respond to the posts created by your group members (“replying phase”).

Final Project

You will choose an individual, an organization, or a brand and analyze their social media activities, applying concepts covered in this course. The deliverables will include (1) a short proposal, (2) progress check-in, and (3) recorded (PowerPoint-based) video presentation. In a small group formed in Week 5, you will present these deliverables to your group members and exchange feedback with them.

Exams

There will be two exams (midterm and final) based on the assigned videos and readings, which will be taken via the Carmen Canvas system. Exams will be composed of multiple-choice questions, and the final exam will be cumulative. Exam guides and review sessions will be provided.

Course Reflection Paper

At the end of the semester, you will write a short reflection paper on theories, concepts, and phenomena covered in this course.

Grading Information

Graded Requirements

Items for Assessment		Point	Percentage
Starters for Week 1	"About Me" Post	20 pts	2.5 %
	Syllabus Quiz	20 pts	2.5 %
Review Quizzes (20 pts x 7)		140 pts	17.5 %
Group Discussions: Posting & Replying (40 pts x 3 rounds)		120 pts	15 %
Final Project	Proposal	20 pts	2.5 %
	Proposal Peer Feedback	20 pts	2.5 %
	Progress Check-In (Posting & Replying)	20 pts	2.5 %
	Presentation Video	80 pts	10 %
	Presentation Slides	20 pts	2.5 %
	Presentation Video Peer Feedback	80 pts	10 %
Exams	Midterm	100 pts	12.5 %
	Final	140 pts	17.5 %
Course Reflection Paper		20 pts	2.5 %
TOTAL		800 pts	100 %

Grading Scale

Letter Grade	Grade Cut-Off	
	Percentage	Point
A	93%	744
A-	90%	720
B+	87%	696
B	83%	664
B-	80%	640
C+	77%	616
C	73%	584
C-	70%	560
D+	67%	536
D	60%	480
E	< 60%	< 480

Note: Your letter grades will be based on the total points you've earned at the end of the semester and will not be manually rounded up.

Course Policies

Deadlines

All assignments are due at **11:59pm on the designated date** noted in the Course Schedule table at the end of this document. All deadlines are in Eastern Standard/Daylight Time (EST/EDT).

Assignment Submissions

- You must ensure that the work you submit is correct, uncorrupted, accessible, and complete. Submitting files that are corrupt or incomplete (i.e., missing required components), or submitting the wrong document, the wrong version/format, or the wrong file type, etc. is unprofessional.
- It is your responsibility to check on the integrity of your work immediately following submission. Your instructor/TA will inform you if your work fails these standards.
- If the instructor/TA cannot view your work when beginning to grade it, you will not receive credit for your submission. Standard lateness penalties will apply to unprofessional work.

Late Assignments

- Unless noted otherwise, students may submit assignments late with a penalty. Penalties for late work increase cumulatively.
- Submitting work **one day after the deadline (including weekends) yields a -10% point penalty** for the submission. For each additional day after the deadline, you lose an additional -10% off the submission.
- **In an online course, it is your responsibility to have consistent access to a reliable Internet connection and all required software noted above. You should build in extra time to resolve technical problems so that you are able to do that while still meeting deadlines.** For assistance with tech issues, please contact OCIO (details provided below in section on technology). Deadlines will **not** be extended for technological problems. If, however, you have an emergency or illness that precludes you from meeting a deadline, please let us know that right away. Provided that the emergency is brought to my attention within 24 hours of the deadline and can be documented, late penalties may be waived.

E-mail Use

When emailing, please don't forget the following:

- **Use your OSU email when contacting us:** Messages to our OSU accounts from non-OSU email services are regularly marked as spam and since their OSU cannot confirm their delivery, you may not use them as evidence of communication attempts.
- **Be professional with your emails:** Ensure that your email messages are professional and informative.

Peer Interaction and Public Work

Please be aware that the structure of this course incorporates content creation and peer interaction that are "public" in nature (i.e., other students enrolled in this course can view them). These activities will be an important part of the course requirements.

Faculty Feedback and Response Time

I am providing the following list to give you an idea of my intended availability throughout the course. (Remember that you can call **614-688-HELP** at any time if you have a technical problem.)

Grading and feedback

For manually graded assignments, you can generally expect your grade and feedback within **10-14 days**.

E-mail

- Generally, the course instructor and the TA will aim to respond to your e-mails within **24 hours on weekdays**. However, responses to emails sent around 5pm or later on weekdays and over weekends/holidays may be slower, so please be proactive and plan accordingly.
- Be sure to practice professionalism in every email exchange, as noted in the Course Policies section (“E-mail Use”).

“Ask the Professor” Q&A board (Carmen/Discussions)

We will check and respond to messages posted on the Q&A board every **48 hours on weekdays**. Communication on this board is “public” in nature. Use this board for non-personal, course-related questions.

Virtual office hours

- Virtual office hours will be held through Ohio State’s conferencing platform, Carmen Zoom, per the schedule noted in the Syllabus. For those “drop-in” office hours, no appointment is necessary and the meetings will be operated on a first-come, first-served basis, capped at 15 minutes if other students arrive in the Zoom Waiting Room.
- If the “drop-in” schedule doesn’t work for you, or if you expect a need to meet longer than 15 minutes, please email the instructor/TA to make an appointment.
- Students may use the audio and video functions if a webcam and microphone are available. If not, there is still a chat function within Zoom for the student to live chat with the professor in the virtual office hours room. A guide to accessing Zoom is available [online here \(Links to an external site\)](#) and students can [access support for Carmen Zoom here \(Links to an external site.\)](#).

Course Technology

OSU IT Service Desk

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.

- **Self-Service and Chat support:** <http://ocio.osu.edu/selfservice>
- **Phone:** 614-688-HELP (4357)

- **Email:** 8help@osu.edu
- **TDD:** 614-688-8743

Carmen Canvas

- Carmen Canvas, 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.
- 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. Also, check out the following resource on Carmen: [Carmen accessibility](#)

Carmen Zoom

- **Office hours** will be held remotely through Ohio State's conferencing platform, Carmen Zoom. 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.
- More information on Carmen Zoom can be found here: [Carmen Zoom](#)

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](#) to meet the academic expectations concerning appropriate documentation of sources. In addition, OSU has made Turnitin, a plagiarism prevention system, available to instructors. Turnitin will generate originality reports when you submit your work, which will be evaluated in compliance with [Section A of OSU's Code of Student Conduct](#). For more information about Turnitin, please see [the vendor's guide for students](#). Note that submitted assignments become part of the OSU database.

University Policies and Guidelines

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, double-dipping (i.e., reusing work from a past class) 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/>

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 Interim Ohio State Title IX Coordinator, Molly Peirano, at titleix@osu.edu.

Mental Health

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)

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>

Illness

If *you* are too ill to participate in this course due to illness, please contact the instructor as soon as you are able. All materials will be made available on Carmen, including lecture recordings and slides. Alternate assignments or extensions may be arranged.

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 the instructor know immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with Student Life Disability Services (contact information below). After registration, make arrangements with the instructor as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion.

Accessibility accommodations for students with disabilities

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.

Course Schedule

Modules [Start] [End]	Weekly Topics and Activities	Assignments and Due Dates All due dates are by 11:59pm EST/EDT
Week 1 08/23- 08/27	Course Introduction <ul style="list-style-type: none"> • Reading Course Syllabus • Viewing Welcome to COMM3558 video 	Syllabus Quiz (Sat, 08/27)
Week 2 08/28- 09/03	What Do We Mean by Social Media? <ul style="list-style-type: none"> • Reading Humphreys (2016, except) Rosen (2012) Social Media Fact Sheet (2021) • Viewing History of Social Media Lecture Pt. 1 Lecture Pt. 2 	“About Me” Post (Tue, 08/30) Review Quiz #1 (Sat, 09/03)
Week 3 09/04- 09/10	The Technological Basis of Social Media <ul style="list-style-type: none"> • Reading Walther & Jang (2012) Fox & McEwan (2017) Final Project Instructions • Viewing Lecture Pt. 1 Lecture Pt. 2 	Discussion #1-Posting (Tue, 09/06) Review Quiz #2 (Sat, 09/10)
Week 4 09/11- 09/17	The Social Basis of Social Media <ul style="list-style-type: none"> • Reading Jensen (2015) O’Sullivan & Carr (2018) • Viewing Context Collapse Example Lecture Pt. 1 Lecture Pt. 2 	Discussion #1-Replying (Tue, 09/13) Review Quiz #3 (Sat, 09/17)
Week 5 09/18- 09/24	Interacting with Publics <ul style="list-style-type: none"> • Reading Kent & Taylor (2021) Berger (2013) • Viewing Contagious Lecture Pt. 1 Lecture Pt. 2 	Discussion #2-Posting (Tue, 09/20) Review Quiz #4 (Sat, 09/24)

<p>Week 6 09/25- 10/01</p>	<p>The Fake and the Authentic</p> <ul style="list-style-type: none"> • Reading Ciampaglia & Menczer (2018) Lee (2020) • Viewing Synthetic Media or Deepfakes Manufacturing Authenticity Lecture Pt. 1 Lecture Pt. 2 	<p>Discussion #2-Replying (Tue, 09/27)</p> <p>Review Quiz #5 (Sat, 10/01)</p>
<p>Week 7 10/02- 10/08</p>	<p>Final Project Proposal and Peer Feedback Exam Review</p> <p>Live Zoom exam review session on Oct 7 (Fri) 10:00am-11:30am</p>	<p>Proposal (Tue, 10/04) Extra credit (Tue, 10/04)</p> <p>Proposal peer feedback (Sat, 10/08)</p>
<p>Week 8 10/09- 10/15</p>	<p>Midterm Exam</p> <p>*Fall Break: 10/13-10/14</p>	<p>Exam (Tue, 10/11)</p>
<p>Week 9 10/16- 10/22</p>	<p>Self-Presentation on Social Media</p> <ul style="list-style-type: none"> • Reading Walther et al. (2015) D'Angelo & Van der Heide (2016) • Viewing Insanely Dumb Tweets Lecture Pt. 1 Lecture Pt. 2 	<p>Review Quiz #6 (Sat, 10/22)</p>
<p>Week 10 10/23- 10/29</p>	<p>The Role of Social Media in Body Image</p> <ul style="list-style-type: none"> • Reading Fox & Vendemia (2016) Vandenbosch et al. (2022) • Viewing Selfie Dysmorphia Men's Body Image Lecture Pt. 1 Lecture Pt. 2 	<p>Review Quiz #7 (Sat, 10/29)</p>
<p>Week 11 10/30- 11/05</p>	<p>Social Media and Social Support</p> <ul style="list-style-type: none"> • Reading Meng et al. (2017) Seiter & Brophy (2021) • Viewing Lecture Pt. 1 Lecture Pt. 2 	<p>Project Check-in: Posting (Tue, 11/01)</p> <p>Review Quiz #8 (Sat, 11/05)</p>

Week 12 11/06- 11/12	Social Media and Well-Being <ul style="list-style-type: none"> • Reading Wolfers & Utz (2022) Reinecke et al. (2022) • Viewing Lecture Pt. 1 Lecture Pt. 2 	Project Check-in: Replying (Tue, 11/08) Review Quiz #9 (Sat, 11/12)
Week 13 11/13- 11/19	Social Media Literacy <ul style="list-style-type: none"> • Reading Cho et al. (in press) Tandoc Jr. et al. (2021) • Viewing Lecture Pt. 1 Lecture Pt. 2 	Discussion #3-Posting (Tue, 11/15) Review Quiz #10 (Sat, 11/19)
Week 14 11/20- 11/26	Thanksgiving Break (11/23 – 11/25)	Discussion #3-Replying (Tue, 11/22)
Week 15 11/27- 12/03	Final Project: Presentations	Project Video Presentation (Tue, 11/29) Extra credit (Sat, 12/03)
Week 16 12/04- 12/10	Final Project: Peer Feedback Exam Review Live Zoom exam review session on Wed (12/07) 3:00-4:30pm	Project Presentation feedback (Tue, 12/06) Course reflection paper (Wed, 12/07)
Finals Week 12/12 & 12/13	Final Exam	Final Exam: Mon (12/12) & Tue (12/13)

Tentative nature of this syllabus. This syllabus is an agreement between the instructor and the student. Events that transpire over the semester may require me to modify the syllabus. In the event I need to modify the syllabus, I will announce the modification via an email to the class and Carmen. However, it is your responsibility to keep up with any such modifications and be aware of current policies, deadlines, etc.

By staying enrolled in this class, the student agrees to abide by the policies described in the syllabus.