COMM 2540:
Introduction to Communication Technology

Professor: David DeAndrea   Email: deandrea.1@osu.edu
Date/Time: Tu/Th 9:35am-10:55am   Location: 209 W 18th Ave Room 160
Office Hours: By appointment

Contact Expectations: Please consult the syllabus before emailing questions about the class.

PLEASE do the following when emailing:

1) Use your OSU email account. Canvas mail/messenger is not reliable and cannot be easily tracked. Non-OSU email (e.g., gmail) may go 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 allow 24 business hours for a response. I strive to respond within 24 business hours to all messages.

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

Most readings are freely 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.

GE Goals

1. Successful students develop a critical appreciation of the relations between technologies and their contexts (social, cultural, historical) and of the range of effects and consequences (legal, ethical, political) produced or enabled by particular technologies.

GE Objectives:

Successful students are able to:
1. Critically describe the relationships between technology and society in historical and cultural contexts.
2. Recognize how technologies emerge and change.
3. Evaluate the social and ethical implications of technology.

Course Assignments:
Exams (3): 100 points each
Quizzes (9): 15 points each (lowest 3 scores dropped)
Total: 390 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.

Quizzes/Application Assignments:
Quizzes/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. Work conflicts, computer issues, and upload failures are among many non-valid excuses for missing an in person quiz or failing to turn in an online quiz on time. Please do not wait until the last minute to turn in online quizzes.

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 assignments missed without a **valid** reason will result in a zero.

Exam Make-up Policy:
Students must always email in advance or make-up requests will not be considered.
Assignments can only be made up in the event of a religious conflict, 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 an 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. Please do not come to class if you are sick; I am happy to work with you to take the exam when you are healthy. Student athletes, themselves, must provide advance notification of any absences.

Technology:
Students are NOT allowed to record video or audio during class. Laptops and tablets should be used only for note taking and class related activities. Failure to comply with these policies will result in point deductions (see below).

Point Deductions:
I reserve the right to deduct points from students' grades if they (1) disrupt my ability to teach the class or a fellow classmate's ability to learn the course material or (2) violate the technology policy. I will ask the student to stop whatever action they are engaging in and/or to leave the classroom. A failure to comply will result in a point deduction. Penalties will range from a minimum of 20 points to a maximum of 100 points. In the event of a point deduction, students will receive written correspondence that documents the event and the penalty. Students who violate the technology policy by recording during lecture or attempting to sell their notes for monetary gain are subject to the maximum penalty without warning.

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

Generative AI (e.g., ChatGPT) Policy:

Do not use generative AI to complete your assignments or while taking exams.

https://oaa.osu.edu/artificial-intelligence-and-academic-integrity

"All students have important obligations under the **Code of Student Conduct** to complete all academic and scholarly activities with fairness and honesty. Our professional students also have the responsibility to uphold the professional and ethical standards found in their respective academic honor codes. Specifically, students are not to use "unauthorized assistance in the laboratory, on field work, in scholarship or on a course assignment" unless such assistance has been authorized specifically by the course instructor. In addition, students are not to submit their work without acknowledging any word-for-word use and/or paraphrasing of writing, ideas or other work that is not your own. These requirements apply to all students — undergraduate, graduate, and professional.
To maintain a culture of integrity and respect, these generative AI tools should not be used in the completion of course assignments unless an instructor for a given course specifically authorizes their use. Some instructors may approve of using generative AI tools in the academic setting for specific goals. However, these tools should be used only with the explicit and clear permission of each individual instructor, and then only in the ways allowed by the instructor."

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/."

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

COURSE SCHEDULE

Class	Topic	Primary Required Reading (Italicized readings are on Carmen)	Assignment
8/20	Course policies	*Syllabus*	
8/22	The basics	Carr Chapter 1 pg. 3-7 *Chapter 1 (Westerman et al., 2017)*	**Quiz 1** **Submit online**
8/27	Methods for studying communication technology and examples of faculty research at OSU	*Method Articles*	
8/29	Media perspectives	Carr Chapter 1, pgs. 10-13 *Medium is Message Article* *Political Economy Article*	**Quiz 2** **In class**
9/3	Technology adoption 1	*Diffusion of Innovations*	
9/5	Technology adoption 2	*Diffusion of Innovations* *Walther and Jang (2012)*	**Quiz 3** **In class**
9/10	Technology adoption 3	*Diffusion of Innovations*	
9/12	Technology affecting mass media 1	*The Internet Age & Attention*	
9/17	Technology affecting mass media 2	*Garrett (2019)*	
9/19	Discuss, recap, and review section 1		
9/24	**Exam 1**		**Exam 1**
9/26	CMC theories 1	*Walther (2015) Chapter*	
10/1	CMC theories 2	*Walther and Whitty (2021)* *Walther (2024)*	
10/3	Deception: Warranting Theory	*Cherney (2023)* *DeAndrea (2014) pgs. 186-196*	
10/8	Deception: Signaling Theory	*DeAndrea (2014) pgs. 197-200*	**Quiz 4**

			In class
10/15	Technology and the Self	*Park and Kaye (2019)*	
10/17	Tensions with Personal Media **Asynchronous: No in-person class**	*Hall (2020) Chapter 7*	**Quiz 5** **Submit Online**
10/22	Social Media: Production Effects	*Valkenburg (2022)*	
10/24	Social Media: Consumption Effects	*Vandenbosch et al. (2022)*	**Quiz 6** **In class**
10/29	Discuss, recap and review section 2		
10/31	**Exam 2**		**Exam 2**
11/5	**Election Day** **No in-person class**		**Quiz 7** **Submit Online**
11/7	Virtual Environments	*Novak and Fox Chapter*	
11/12	Human computer-interaction	*Novak and Fox Chapter*	
11/14	Self-effects HCI vs. CMC Identity Shift	*Walther and Lew (2022)* *Carr et al. (2021)*	**Quiz 8** **In class**
11/19	Digital Stress	*Hall (2020) Chapter 8*	
11/21	Internet Addiction **Asynchronous: No in-person class**	*Caplan: POSI Article*	**Quiz 9** **Submit Online**
11/26	Discuss, recap, and review section 3		
12/3	**Exam 3**		**Exam 3**

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.