

# COMM 3558 SOCIAL MEDIA (Online)

School of Communication | Summer 2025 | 8 Weeks: May 6th - June 27th

**Instructor: Annie Dooley**

- **E-mail:** [dooley.129@osu.edu](mailto:dooley.129@osu.edu)
- **Digital Office:** [Carmen Zoom Meeting Room](#) (Meeting ID: 238 409 7686, Password: 522116)
- **Office Hours (online only):** Wednesday: 12:00 - 2:00 EDT and by appointment
  - Sign up for office hours [here](#) prior to Tuesday at 11 PM.

**Course Graduate Assistant: Sebs Lubert**

- **E-mail:** [lubert.5@osu.edu](mailto:lubert.5@osu.edu)
- **Digital Office:** [Carmen Zoom Meeting Room](#)
- **Office Hours (online only):** Thursday: 2:00 - 4:00 PM EDT
  - Sign up for office hours [here](#) prior to Wednesday at 11 PM.

## 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 various entities (e.g., individuals, activists, 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 presented fully online in an asynchronous format. There will be no regular in-person meetings or live components.

## How this course works

This course is organized in weekly modules. Lectures are prerecorded voice-over PowerPoint videos. Additional videos are provided for analysis and used for several lessons or discussions.

## COURSE MATERIALS

All required readings and materials will be accessible through our Carmen site via the Modules section. You can also access readings and materials by clicking through the links in the course modules. Lecture videos are hosted on YouTube and will be linked via the course modules.

Access to a computer/laptop, a high-speed Internet connection, current web browser with video-related plugins, Microsoft Office ([available to OSU student free of charge](#)), and speakers/headphones is required for this course. Students should not attempt to complete this course using a smartphone. This course is exclusively online. As a result, you must be comfortable working more independently than in an in-person classroom and using your computer, web-browser, and navigating Carmen. Additionally, you must ensure that your computer functions properly and that you use some form of data redundancy (e.g., cloud backups or physical duplication). Please see the technology policy below for more details.

## COURSE ASSESSMENTS

**Engagement Activities (EAs):** In some weeks, students will have the opportunity to submit a response to a reflection assignment on a private discussion board. The purpose of these assignments is to allow students to react to and reflect on social media in their personal lives and engage with current events/topics in social media. There will be 5 opportunities to submit EAs. Your five submissions combined constitute 50% of the final grade. This is the largest portion of your grade, and is designed for you to engage with the readings. Each engagement activity is equally calculated in the final grade. I expect students to elaborate on their responses to the questions in the prompt. Excellent initial posts will have at least 400 - 500 words that thoroughly addresses the entire prompt. Please note that you will only have **one attempt** to submit these assignments.

Excellent work will also use citations from readings and lectures to provide evidence. Prior to the first assignment, I will elaborate on the expectations and the rubric used to grade these assignments.

**Exams:** Students will have the opportunity to take two exams through Carmen. The

exams will each be open for one week and they are not timed. Each exam is worth 20% of the final grade for a total of 40% of the final course grade. The exams are all non-cumulative. The exams will rigorously test your knowledge about the course topics. I have designed the exams to be challenging for two reasons. First, their rigor will motivate you to keep up with the material each week and to study the material as you would in an in-person course. Second, all exams are open book and open notes. The exam material will come from the lectures and the assigned readings/materials. The exam questions are applied rather than definition-based. Exams may contain multiple-choice, true-false, and matching questions. Each exam will contain approximately 25 questions. Students must be knowledgeable of the course material to perform well on the exams. Students will only have one attempt to complete each of the materials exams. I **do not** allow group work on the exam and doing so constitutes academic misconduct. Please prepare well and do not wait until the last minute to start an exam, as technological issues can occur (see technology policy below for more details). If students have questions about the quizzes generally, they should use the [General Quiz Discussion Board](#) available in Carmen.

**Syllabus Quiz:** Students 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 exams in this course. Students can only take this quiz ONCE. The quiz will constitute 10% of the final course grade.

## GRADING

The grade for this course is based on 2 exams, 5 engagement activities, and 1 syllabus quiz.

Assignment	Individual Component Points	Total Percentage in Final Grade
Engagement Activities 1-5	10 points each	50%
Exams 1-2	20 points each	40%
Syllabus Quiz	10 points	10%
C-REP Extra Credit	+3 points	+3%
<b>TOTAL</b>	<b>103 points</b>	<b>103%</b>
I will use the standard OSU grading scale. I will not round grades. If this course is required for you to graduate or to avoid academic probation/expulsion, I expect you to perform at your best to avoid an undesirable outcome. Be proactive in working to earn the grade you want and understanding what this requires of you.		
A 93.00-100%	B 83.00-86.99%	C 73.00-76.99%
A- 90.00-92.99%	B- 80.00-82.99%	C- 70.00-72.99%
B+ 87.00-89.99%	C+ 77.00-79.99%	D 60.00-66.99%
		E 0-59.99%
	D+ 67.00-69.99%	

## Late assignments

### Policy for assignments

- Assignments are to be turned in (and fully uploaded) on time at 11:59 p.m. EDT/EST. At midnight, a 20% deduction will apply. There will be a 20% deduction for every day the submission is late. No submissions will be accepted after 4 days without University or medical documentation. It may take some time for your file to upload. Assignments are provided at the opening of the module, if not before. Technology issues at the last minute do not qualify for extensions.
- Each student may take advantage of a one-time, one-week extension during the semester. If you would like to utilize your extension, please email the instructor and TA. You do not need to provide an explanation. Please note, we will be keeping track and only one undocumented extension will be granted. This must be requested no later than the due date of the assignment and the work must be completed by the end of the following week. **This does not apply to Exam 2.**

### Makeup request (excused absence)

Makeups or extensions due to medical issues or University-related travel may be requested and late penalties will be excused. Documented makeups should be requested prior to the due date if possible, even if documentation has not yet been obtained. In case of a medical matter or emergency, makeups should be requested within one week of the assignment deadline.

As these assignments are due late in the evening, the instructor may not be able to immediately respond to last minute requests for makeup. Please contact the instructor and TA as soon as you know a makeup will be necessary. We will review and get back to you as soon as we are able. Please do not send multiple messages with the same request if we are unable to answer immediately.

Most assignments are open for a week (sometimes more) and may be turned in at any time during the week. Please plan accordingly and do not wait until the last minute. Situations such as getting called into work at the last minute, transportation issues, falling asleep while studying, etc. are not eligible for documented makeup. Please see the one-time extension option listed above.

### Providing documentation

Please do not send photos or videos as proof of your illness or injury. I recognize that not every illness requires a visit to the doctor, and want to be mindful that you may choose to rest at home instead of going to a doctor for things like the flu or stomach bug. Under these circumstances, please contact the TA at least two days prior to the deadline of the assignment if you have already used your extension.

If you are escorting a friend or family member to an appointment/ urgent care/ emergency room visit, please request a caretaker or companion excuse note from the facility. This should be requested at the time of the appointment and should be provided to you at no charge.

# Attendance, participation, and discussions

## 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.

## Student participation requirements

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:

- **Logging in:**  
Be sure you are logging in to the course in Carmen each week, including weeks with holidays or weeks with minimal online course activity. I suggest logging in at least three times per week to make sure you are keeping up with announcements and course content. (During most weeks you will probably log in many times.) If you have a situation that might cause you to miss an entire week of class, discuss it with me *as soon as possible*. *Video and audio lectures will be posted on Monday.*
- **Reading:**  
Readings will be posted on Carmen. It is expected that you will complete the readings prior to engaging with any other materials for the week. Lectures are intended to go in- depth on topics, not to replace the readings or cover each and every topic fully. You must read to have the background knowledge to interact with the topics through lecture and activities.
- **Reviewing the module contents and weekly overview: 1x per week minimum by Monday of each week:**  
A new module will be released each week in Carmen under Modules. Everything you need for the week will be in the module, unless otherwise stated in the Weekly Overview. The Weekly Overview will serve as an introduction and checklist for the week. You will receive information about what will be covered, learning objectives met and due dates for the week. You need to view this by Monday evening at the latest to be sure you aren't missing anything for the week.
- **Viewing lectures:**  
All lectures for this course are pre-recorded and will be posted to Carmen at the opening of each module. Some lectures, or lessons, are in a written format with links to articles, videos and embedded materials to aid your interaction with the material with current real-life examples.
- **Office hours:**  
We are available to help you to learn, understand, and grow as individuals. Office hours are digital via Carmen Zoom. You must request a meeting via Google Calendar before 11 PM the night prior to the meeting. If you are unable to fit the listed office hours into your schedule, please email the instructor or TA to set up a different time.

## 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 weekly assignments, you can generally expect feedback **within 7-10 days**. Written assignments can expect feedback **within 2-3 weeks**.

**E-mail:** The instructor and TA will reply to e-mails within **48 hours Monday-Friday**. Emails sent around 5 pm or later on weekdays and on weekends may not receive immediate replies. As the assessment deadlines are due on Sundays at 11:59 pm ET, if you have questions regarding the assessment, please be proactive and plan accordingly.

**Discussion board:** I will check and reply to messages in the discussion boards every **24 hours on school days**.

## Communications

I will post class updates and/or additional materials as announcements on Carmen and/or to your OSU email. Please check Carmen and read your email regularly (at least 2-3 times per week) because you are responsible for this information, just as you are responsible for information in class.

## Challenging a Grade

I am always willing to discuss your grades with you. To challenge a grade, you must meet me during office hours or make an appointment **within one week** of the assignment being returned to you. When we meet, you must present your concerns in writing and attach the graded speech, paper, or exam. Please note that a challenge may result in grades being raised or lowered.

## Extra Credit

Students may earn up to 3 points of extra credit (3% of the final grade) by participating in ongoing research in the School of Communication. One hour of research participation is equal to 1 points of extra 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. Students must request these alternatives directly from the [C-REP coordinator](#). Please read the [student guide](#) carefully and watch the [instruction video](#) to get familiar with C-

REP procedures.

## 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:** The School of Communication encourages students to practice professionalism in all communications, including those conducted online. The instructor and TA both work very hard to provide a positive learning experience. 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. Please keep this in mind and remain civilized and respectful in your email and discussion board communications.

Emails, items turned in to Carmen (discussions, assignments, etc.) and social media posts that are disruptive to the proceedings of class or threatening (implicitly or explicitly) toward students, teaching assistants or instructors, violate the Student Code of Conduct and may be reported to the Office of Student Conduct.

**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, please use APA style. For online sources, be sure to include a link.)

**Email policy:** When you send emails to the instructor or TA, please use your OSU email address. Messages from non-OSU email services are regularly marked as spam and it may delay the response. Please include the course number (i.e., COMM 3558) in the subject line so we can know which course you are referencing.

When you want to contact the instructor or TA, please avoid using Carmen mail/messenger and Carmen submission comments. This is not a reliable way to reach your instructors and we will not check these services regularly. The best way to reach us directly is via the discussion boards and email.

## Encouraging an optimal learning experience

Previous distance learning courses have provided insights from students on how to improve the learning experience and optimize outcomes. Here are a few tips from previous students to encourage your success in this online course:

- Students kept up with the Schedule and assignment due dates.
- Students made sure they had access to a reliable internet connection.
- Students had access to at least one reliable device and a backup plan in case of a technological issue.
- Students have made plans to back up work. OSU provides free access to data storage through [Microsoft One Drive](#).



- Students reported that completing assigned readings before viewing lectures helped them to be prepared to follow along with lectures and participate in discussions.
- Students scheduled time to complete activities at a steady pace during the week. Keeping a schedule prevented a last-minute rush and kept the workload manageable.
- Students approached the material by thinking about the connections between readings, lectures, and assignments.

## 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://it.osu.edu/help>, 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.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.**
    - [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.
    - [Carmen Zoom](#) help guide
- **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](#) in order to meet the academic expectations concerning appropriate documentation of sources. In addition, OSU has made Turnitin, a learning tool and plagiarism prevention system, available to instructors. For this class, you will submit your papers to Turnitin from Carmen. When grading your work, I will interpret the originality report, following [Section A of OSU's Code of Student Conduct](#) as appropriate. For more information about Turnitin, please see [the vendor's guide for students](#). Note that submitted final papers become part of the OSU database.
- **Self-Service and Chat support:** <https://osuitsm.service-now.com/selfservice/>
- **Phone:** 614-688-HELP (4357)
- **Email:** [8help@osu.edu](mailto:8help@osu.edu)
- **TDD:** 614-688-8743

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
- Web cam and microphone

#### 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)

## Other course policies

### 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: <https://slts.osu.edu/services/student-services>

### 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.

## Creating an Environment Free from Harassment, Discrimination, and Sexual Misconduct

The Ohio State University is committed to building and maintaining a community to reflect diversity and to improve opportunities for all. All Buckeyes have the right to be free from harassment, discrimination, and sexual misconduct. Ohio State does not discriminate on the basis of age, ancestry, color, disability, ethnicity, gender, gender identity or expression, genetic information, HIV/AIDS status, military status, national origin, pregnancy (childbirth, false pregnancy, termination of pregnancy, or recovery therefrom), race, religion, sex, sexual orientation, or protected veteran status, or any other bases under the law, in its activities, academic programs, admission, and employment. Members of the university community also have the right to be free from all forms of sexual misconduct: sexual harassment, sexual assault, relationship violence, stalking, and sexual exploitation.

To report harassment, discrimination, sexual misconduct, or retaliation and/or seek confidential and non-confidential resources and supportive measures, contact the Office of Institutional Equity:

- Online reporting form at [equity.osu.edu](https://equity.osu.edu),
- Call 614-247-5838 or TTY 614-688-8605,
- Or Email [equity@osu.edu](mailto:equity@osu.edu)

The university is committed to stopping sexual misconduct, preventing its recurrence, eliminating any hostile environment, and remedying its discriminatory effects. All university employees have reporting responsibilities to the Office of Institutional Equity to ensure the university can take appropriate action:

- All university employees, except those exempted by legal privilege of confidentiality or expressly identified as a confidential reporter, have an obligation to report incidents of sexual assault immediately.
- The following employees have an obligation to report all other forms of sexual misconduct as soon as practicable but at most within five workdays of becoming aware of such information: 1. Any human resource professional (HRP); 2. Anyone who supervises faculty, staff, students, or volunteers; 3. Chair/director; and 4. Faculty member.

## Religious Accommodations

Our inclusive environment allows for religious expression. Students requesting accommodations based on faith, religious or a spiritual belief system in regard to examinations, other academic requirements or absences, are required to provide the instructor with written notice of specific dates for which the student requests alternative accommodations at the earliest possible date. For more information about religious accommodations at Ohio State, visit [odi.osu.edu/religious-accommodations](http://odi.osu.edu/religious-accommodations).

## 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 Ohio State Title IX Coordinator at [titleix@osu.edu](mailto: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 or someone you know are 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](http://ccs.osu.edu) or calling [614-292-5766](tel: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](tel:614-292-5766) and 24 hour emergency help is also available 24/7 by dialing 988 to reach the Suicide and Crisis Lifeline.

## Academic integrity policy

### Policies for this online course

- **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.

- **Using generative artificial intelligence:** Generative artificial intelligence, such as Chat GPT **should not be used to complete work in this course**, unless explicitly stated in the assignment directions. While it may be useful for finding sources or gathering ideas, an assignment completed using generative AI does not adequately demonstrate your comprehension and application of the course materials. Should you use Chat GPT or other generative AI, you may be subject to academic misconduct.

### Academic Misconduct

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University's Code of Student Conduct, and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the University's Code of Student Conduct and this syllabus may constitute Academic Misconduct.

The Ohio State University's Code of Student Conduct (Section 3335-23-04) defines academic misconduct as: Any activity that tends to compromise the academic integrity of the University, or subvert the educational process. Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, use of generative AI, and possession of unauthorized materials during an examination. Ignorance of the University's Code of Student Conduct is never considered an excuse for academic misconduct, so I recommend that you review the Code of Student Conduct and, specifically, the sections dealing with academic misconduct.

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.

### 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 Student Life Disability Services (SLDS) know immediately so that you can privately discuss options. To establish reasonable accommodations, they may request that you register with SLDS. After registration, make arrangements with your instructors 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; [slds.osu.edu](http://slds.osu.edu); 098 Baker Hall, 113 W. 12th Avenue. Students seeking to request COVID-related accommodations may do so through the university's request process ([slds.osu.edu/covid-19-info/covid-related-accommodation-requests/](http://slds.osu.edu/covid-19-info/covid-related-accommodation-requests/)), managed by SLDS.

# 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: I will typically release new content on Mondays. This course is a collaboration of OSU School of Communication faculty, staff, and graduate students. The video lectures you will be watching are from Annie Dooley. Assessments for the week are due on Sundays by 11:59PM ET.**

Week	Date	Topic	Videos	Material or Reading	Due Sunday at 11:59pm unless otherwise indicated
1	5/7/24	What Do We Mean by Social Media?	<ul style="list-style-type: none"> <li>Videos 1-1, 1-2</li> <li>Two Step Flow video</li> <li>Diffusion of Innovation video</li> <li>History of Social media video</li> </ul>	<ul style="list-style-type: none"> <li>Syllabus</li> <li>boyd &amp; Ellison (2008, excerpt)</li> <li>Gottfried (2024)</li> <li>Humphreys (2016, excerpt)</li> <li>Rosen (2012)</li> </ul>	Syllabus Quiz
2	5/12/24	The Ruling of Social Media	<ul style="list-style-type: none"> <li>Videos 2-1, 2-2</li> <li>Sonali &amp; Karr video</li> <li>Instagram's Algorithm video</li> </ul>	<ul style="list-style-type: none"> <li>Obar &amp; Wildman, 2015</li> <li>Spar (2001)</li> <li>Tufekci (2016);</li> </ul>	Engagement Activity 1
3	5/19/24	The Technological Basis of Social Media	<ul style="list-style-type: none"> <li>Videos 3-1, 3-2</li> <li>Deepfake video (WSJ)</li> </ul>	<ul style="list-style-type: none"> <li>Walther and Jang (2012)</li> <li>Fox and McEwan (2017)</li> <li>Golbeck &amp; Aral (article)</li> <li>Nuñez (2019)</li> </ul>	Engagement Activity 2

4	5/26/24	The Social Basis of Social Media	<ul style="list-style-type: none"> <li>Videos 4-1, 4-2</li> <li>Context collapse video</li> </ul>	<ul style="list-style-type: none"> <li>O'Sullivan &amp; Carr (2018)</li> <li>Baym (2015)</li> <li>Jensen (2015)</li> <li>Patulny (2020)</li> </ul>	Exam 1
5	6/2/24	Interacting with the Publics	<ul style="list-style-type: none"> <li>Videos 5-1, 5-2</li> </ul>	<ul style="list-style-type: none"> <li>Murthy (2018) excerpt</li> <li>Mundt, Ross, &amp; Burnett (2018)</li> <li>Tufekci (2017) Ch. 1</li> </ul>	Engagement Activity 3
6	6/9/24	Organizing through Social Media	<ul style="list-style-type: none"> <li>Videos 6-1</li> <li>Framing TedTalk</li> </ul>	<ul style="list-style-type: none"> <li>Tufekci (2017) Ch. 2, 3</li> <li>Ciampaglia &amp; Menczer, 2018</li> </ul>	Engagement Activity 4
7	6/16/24	Organizing through Social Media (Cont.)	<ul style="list-style-type: none"> <li>Videos 7-1, 7-2</li> <li>All Hail the Algorithm video</li> <li>AI can be biased video</li> </ul>	<ul style="list-style-type: none"> <li>Tufekci (2017) Ch. 5</li> <li>Garrett (2016)</li> </ul>	Engagement Activity 5
8	6/23/24	Selective-Self Presentation	<ul style="list-style-type: none"> <li>Videos 8-1, 8-2</li> </ul>	<ul style="list-style-type: none"> <li>Walther et al. (2015)</li> <li>Smith &amp; Sanderson (2015)</li> </ul>	Exam 2 <b>Due Friday 6/27</b>