

**COMM 2540:
Introduction to Communication Technology**

Professor: David DeAndrea

Email: deandrea.1@osu.edu

Date/Time: Tu/Th 9:35am-10:55am

Location: Hopkins Hall 250

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

Graded Activities (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.

Graded Activity Assignments:

Activity 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 activity or failing to turn in an online activity on time. Please do not wait until the last minute to turn in online activities.

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). 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 3335-5-48.7 \(B\)](#)). For additional information, see the [Code of Student Conduct](#).

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.”

Students with Special Needs:

The university strives to maintain a healthy and accessible environment to support student learning in and out of the classroom. 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.

If you are ill and need to miss class, including if you are staying home and away from others while experiencing symptoms of a viral infection or fever, please let me know immediately. In cases where illness interacts with an underlying medical condition, please consult with Student Life Disability Services to request reasonable accommodations. You can connect with them at slds@osu.edu; 614-292-3307; or slds.osu.edu.

Religious Accommodations:

Ohio State has had a longstanding practice of making reasonable academic accommodations for students' religious beliefs and practices in accordance with applicable law. In 2023, Ohio State updated its practice to align with new state legislation. Under this new provision, students must be in early communication with their instructors regarding any known accommodation requests for religious beliefs and practices, providing notice of specific dates for which they request alternative accommodations within 14 days after the first instructional day of the course. Instructors in turn shall not question the sincerity of a student's religious or spiritual belief system in reviewing such requests and shall keep requests for accommodations confidential.

With sufficient notice, instructors will provide students with reasonable alternative

accommodations with regard to examinations and other academic requirements with respect to students' sincerely held religious beliefs and practices by allowing up to three absences each semester for the student to attend or participate in religious activities. Examples of religious accommodations can include, but are not limited to, rescheduling an exam, altering the time of a student's presentation, allowing make-up assignments to substitute for missed class work, or flexibility in due dates or research responsibilities. If concerns arise about a requested accommodation, instructors are to consult their tenure initiating unit head for assistance.

A student's request for time off shall be provided if the student's sincerely held religious belief or practice severely affects the student's ability to take an exam or meet an academic requirement and the student has notified their instructor, in writing during the first 14 days after the course begins, of the date of each absence. Although students are required to provide notice within the first 14 days after a course begins, instructors are strongly encouraged to work with the student to provide a reasonable accommodation if a request is made outside the notice period. A student may not be penalized for an absence approved under this policy.

If students have questions or disputes related to academic accommodations, they should contact their course instructor, and then their department or college office. For questions or to report discrimination or harassment based on religion, individuals should contact the [Civil Rights Compliance Office](#). (Policy: [Religious Holidays, Holy Days and Observances](#))

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 Civil Rights Compliance Office:

Online reporting form at civlrights.osu.edu

Call 614-247-5838 or TTY 614-688-8605

Or Email civilrights@osu.edu

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

Intellectual Diversity:

Ohio State is committed to fostering a culture of open inquiry and intellectual diversity within the classroom. This course will cover a range of information and may include discussions or debates about controversial issues, beliefs, or policies. Any such discussions and debates are intended to support understanding of the approved curriculum and relevant course objectives rather than promote any specific point of view. Students will be assessed on principles applicable to the field of study and the content covered in the course. Preparing students for citizenship includes helping them develop critical thinking skills that will allow them to reach their own conclusions regarding complex or controversial matters.

COURSE SCHEDULE

Class	Topic	Primary Required Reading (Italicized readings are on Carmen)	Assignment
8/26	Course policies	<i>Syllabus</i>	
8/28	The basics	Carr Chapter 1 pg. 3-7 <i>Chapter 1 (Westerman et al., 2017)</i>	Activity 1 Submit online
9/2	Methods for studying communication technology and examples of faculty research at OSU	<i>Method Articles</i>	
9/4	Media perspectives	Carr Chapter 1, pgs. 10-13 <i>Medium is Message Article</i> <i>Political Economy Article</i>	Activity 2 In class
9/9	Technology adoption 1	<i>Diffusion of Innovations</i>	
9/11	Technology adoption 2	<i>Diffusion of Innovations</i> <i>Walther and Jang (2012)</i>	Activity 3 In class
9/16	Technology adoption 3	<i>Diffusion of Innovations</i>	
9/18	Technology affecting mass media 1	<i>The Internet Age & Attention</i>	
9/23	AI affecting society	<i>Gil de Zúñiga et al. (2024)</i> <i>Thompson Article</i>	
9/25	Discuss, recap, and review section 1		
9/30	Exam 1		Exam 1
10/2	CMC theories 1	<i>Walther (2015) Chapter</i>	
10/7	CMC theories 2	<i>Walther and Whitty (2021)</i> <i>Walther (2024)</i>	

10/9	Deception: Warranting Theory	<i>Cherney (2023)</i> <i>DeAndrea (2014) pgs. 186-196</i>	
10/14	Asynchronous: No in-person class		Activity 4 Submit Online
10/16	Fall Break No Class		
10/21	Technology and the Self	<i>Park and Kaye (2019)</i>	
10/23	Tensions with Personal Media	<i>Hall (2020) Chapter 7</i>	Activity 5 In class
10/28	Social Media: Production Effects	<i>Valkenburg (2022)</i>	
10/30	Social Media: Consumption Effects	<i>Vandenbosch et al. (2022)</i>	Activity 6 In class
11/4	Discuss, recap and review section 2		
11/6	Exam 2		Exam 2
11/11	Veteran's Day No Class		
11/13	Virtual Environments	<i>Novak and Fox Chapter</i>	Activity 7 Submit Online
11/18	Human computer-interaction	<i>Novak and Fox Chapter</i>	
11/20	Self-effects HCI vs. CMC Identity Shift	<i>Walther and Lew (2022)</i> <i>Carr et al. (2021)</i>	Activity 8 In class
11/25	Digital Stress	<i>Hall (2020) Chapter 8</i>	
11/27	Thanksgiving Break No Class		
12/2	Internet Addiction	<i>Caplan: POSI Article</i>	Activity 9 Submit Online
12/4	Discuss, recap, and review section 3		
12/9	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.