

Spring 2019

COMM 4554 (32096): Social Media

Instructor: Kilhoe “Miranda” Na
Email: na.81@osu.edu
(Please put “COMM 4554” in the subject line when contacting me; Do not contact me via Carmen/Canvas.)
Office Hours: Tuesdays & Thursdays 10:00 a.m. - 12:00 p.m. or by appointment (Derby 3001)
Course Information Tuesdays & Thursdays 12:45 p.m. - 02:05 p.m., Journalism 216

ABOUT THIS COURSE

Course Description & Objectives:

This course is designed to help students (1) acquire theoretical and practical knowledge about social media and (2) understand the ways in which social media influence important social domains. Specifically, we aim to address the following questions:

1. What are social media, and what are the implications of media becoming “social”?
2. How are social media different from traditional mass media and from the “older” forms of computer-mediated communication (CMC)?
3. How do social media shape the way we connect to and build relationships with others?
4. What strategies should individuals and organizations adopt to use social media effectively? What are some of the pitfalls should individuals and organizations avoid?

Course Format:

This class meets **twice a week in person.**

Course Readings:

There is no textbook for the course. All required readings are accessible through Canvas.

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.

EVALUATION

Grading: The course will consist of **400** total points

Graded Elements		Points
In-Class Activities (5 points × 12)		60
Exams	Exam 1	75
	Exam 2	100
Individual Assignments	Class survey	5
	Professional Profile	30
	Instagram Postings (5 points × 2)	10
	Course Reflection	15
Group Project	Milestones (5 points × 3)	15
	Presentation (GR)	30
	Attendance (IND)	5
	Paper (GR)	40
	Peer Evaluations (IND)	15
Total		400

(IND) These elements will be assessed individually.

(GR) These elements will be assessed on a group basis, but will be adjusted based on the results of peer evaluations.

I will use the standard OSU letter grade system. So, there will be **no rounding** of final grades. For example, you have earned 371.5 points, your final letter grade will be A–, not A.

Letter Grade	Grade Cut-Off	
	Percentages	Points
A	93%	372
A–	90%	360
B+	87%	348
B	83%	332
B–	80%	320
C+	77%	308
C	73%	292
C–	70%	280
D+	67%	268
D	60%	240
E	< 60%	< 239

In-Class Activities: (60 points; 5 points × 12):

14 in-class activities among many will be graded. Your two lowest will be dropped. Each activity will take five points. There will be one or two in-class activities every week, except for Weeks 10, 14–16. **IF YOU MISS CLASS, YOU WILL NOT BE ABLE TO MAKE UP ANY IN-CLASS WORK OUTSIDE OF CLASS FOR WHATEVER**

REASON. Do not check with me in advance to see if there will an in-class assignment in the next class meeting.

Unannounced quizzes: Occasionally, you will be given quizzes over reading materials.

Exams (175 points; 75 for Exam 1, 100 for Exam 2):

There will be two exams consisting of true-false and multiple-choice questions. Both will be closed-book and pencil-and-paper exams and will cover the required readings and any materials covered in class. Exam 2 will be cumulative.

Class survey (5 points):

There will be a required survey in Week 1.

Professional Profile (30 points):

Construct a personal profile similar to profiles featured on professional networking sites such as LinkedIn. When you create the profile, be sure to use a picture of yourself that you'd present yourself as professionally as possible. This assignment has three parts: draft (10 points) – peer feedback (5 points) – final version (15 points).

Instagram Postings (10 points; 5 points per post)

You will be asked to post on Instagram twice to promote yourself.

Course reflection (15 points):

Write a short reflection paper on one of the topics covered in the course.

Group Project (105 points):

In a group of four to five (or six, if necessary) members, you will conduct a group project in which you will analyze organizations' social media practices and behaviors. This project will consist of (a) three project milestones (15 points), (b) team presentation (30 points), (c) attendance on presentation days (5 points), (d) team paper (40 points), (e) peer evaluation (15 points). Attendance and peer evaluation will be graded individually. While elements (a), (b), and (d) will be assessed on a group basis, each student's grades for these elements will be adjusted based on the results of peer evaluations.

Note: More detailed guidelines for each assignment will be provided in class or/and on Canvas.

POLICIES

Attendance:

Only students enrolled in this section are permitted to attend class. Attendance (both physical and mental) is key to your success in this class. Your grade is largely contingent on your continued presence in class. **If you miss class for whatever reason, it is your responsibility to obtain notes and get any news or updates from a classmate.**

Make-up policy for missed or late assignments/exams:

In-class activities: In-class activities cannot be made up outside of class for whatever reason.

Other assignments: Late submission of assignments will be subject to 10% score deduction for each late day. After the third late day, submissions will NOT be accepted (exception: presentation slides will not be accepted after the first group's presentation starts on April 9). This policy also applies to uploading incorrect assignments or unreadable files. Do not ask for an extension without a penalty for whatever reason.

Exams: The exams MUST be taken at the scheduled times. The dates are clearly identified on the schedule below; if you foresee a conflict with the exam time, you will need to reschedule your conflict or reconsider your enrollment in this class. Make-up exams will not be given except in cases of (a) extreme, unforeseen, and convincingly documented emergencies (notification within 24 hours of the exam time is required), (b) official University activity, or (c) religious conflicts. For (b) and (c), the instructor must be notified at least one week in advance). Your instructor reserves the right to determine what qualifies as extreme and what documentation is required. Unacceptable excuses include, but are not limited to: being out of town, having a note from the health center (flu excepted), oversleeping, having to work, not being able to find a parking space, car trouble, and flight delays or cancellations.

Challenging a Grade:

I will not discuss your grades during class time or via email. To challenge a grade, you must meet me in my office within one week of the assignment being returned to you. You should come to my office during the office hours or set up an appointment if you are not available during those hours. When we meet, you must present your concerns in writing and attach the graded assignment. Please note that a challenge may result in grades being raised or lowered.

Final Grade:

Your final grade is final. Do not ask me to reconsider your grade when the semester is over; applying subjective standards after the fact invalidates the standards applied to the class and is unfair to every student.

Classroom Civility:

We want to build a classroom climate that is comfortable for everyone. In a communication class, it is especially important that we (1) display respect for all members of the classroom, including the instructor and students; (2) pay attention to and participate in all class sessions and activities; (3) avoid unnecessary disruption during class time (e.g., having private conversations, reading the newspaper, doing work for other classes, making/receiving cell phone calls, text messaging, etc. Please see Disruptions and Technology Policies below; (4) avoid racist, sexist, homophobic, or other negative language that may unnecessarily exclude members of our campus and classroom; and (5) avoid threatening behavior and negative participation. This is not an exhaustive list of behaviors; rather, they represent the minimal standards that help make

the classroom a productive learning environment for all concerned. Especially **(4) and (5) will not be tolerated. Any student who engages in such behavior may be asked to leave class, suffer grade penalties, and be reported to the Dean of Students and/or University police.**

Disruptions:

Disruptions and distractions (including talking during lecture; text messaging or other phone use; or non-class computer activity), threatening behavior, and negative participation (e.g., use of inappropriate language, derogatory speech, or prejudicial behavior) will not be tolerated. Any student who engages in such behavior may be asked to leave class, suffer grade penalties, and be reported to the Dean of Students and/or University Police. Cell phones are considered a disruption. Turn your cell phone off completely before the start of class. Not just the ringer—completely off. You may put it on mute if you need to use it for BuckeyePass, OSU authentication service or when the instructor explicitly asks you to use it for other course work related activities. Any student who is observed consulting or using their phone for non-course related work or whose phone rings, beeps, or audibly vibrates during class will suffer grade penalties (1% of the overall class grade for the first offense, 5% for the second offense, etc.) and may be asked to leave class. **Students having problems with this issue should not just consider but also actually drop this course immediately.**

Device Policy:

Computers will be used for in-class activities and note-taking only. Laptops, tablets, cellphones, smart watches, wearables, and other mobile device use is otherwise prohibited. Any student who is observed using a mobile device for non-course related work will suffer grade penalties (1% of the overall class grade for the first offense, 5% for the second offense, etc.) and may be asked to leave class. The determination about what counts as directly and not directly related to course work will be made solely by the instructor and is not up for debate with the student(s). **Students having problems with this issue should not just consider but also actually drop this course immediately.**

Lecture notes:

I will not make full class lecture notes available. If you, for any reason, miss class, it is your responsibility to obtain notes from someone else in the class. I will be happy to answer specific questions about missed content during office hours.

Communications:

For this course, **you are required to check your email and Canvas EVERY DAY.** I will post class updates, extra credit opportunities, and/or additional materials as announcements on Canvas and/or to your OSU email. You are responsible for this information, just as you are responsible for information in class. **Email should be used for quick administrative questions and emergency contact only. I do never discuss your grades over email.** I highly recommend you to use your **OSU account** to contact me, because sometimes non-OSU emails go to the spam folder. If you do not hear from me within 24 hours, this may be the reason. **Do not contact me via Carmen/Canvas.**

Academic Integrity:

I take academic dishonesty very seriously. All students are subject to the student code of conduct (see http://studentaffairs.osu.edu/resource_csc.asp), including the student code of academic integrity. Violations of the code will result in severe penalties in this course (including a zero on the assignment) and all violations will be reported to the Committee on Academic Misconduct. For this course, academic dishonesty includes (but is not limited to):

- Use of someone else's ideas or expression (e.g., writing) without proper acknowledgment of the source. Proper acknowledgment (e.g., citation, quotation, footnote) should make clear both the extent and nature of the use. If you have used someone's exact words, you should use "quotation marks" as well as a (citation). If a large portion of your writing uses another person's ideas, argument structure, or narrative form then you should make clear where the "borrowing" begins and ends. Note that paraphrasing someone, summarizing their arguments, or using their ideas are all plagiarism if the source is not acknowledged. Plagiarism is more than just using someone else's exact words. Also, be aware that "someone else's ideas" here includes textbooks, articles, web pages, your professor's notes, your roommate's assignment from another class, and anything else other than your own ideas and your own writing. There is no outside source that it is acceptable to use without citing.
- Collaborating with other students on any assignment, homework, class project, etc., without the clear consent of the instructor is also academic dishonesty. If work is not assigned as a group project, you must do it entirely on your own. Check with your instructor if in doubt.
- In most instances, taking your own work from one course and submitting it in a different course is also considered academic dishonesty. It is simply not appropriate to claim that work was done for one class when in fact it was written for a different class. Check with your instructor if in doubt.
- Exchanging information with another individual during a test, quiz, or examination is clearly academic dishonesty, as is the use of any materials not permitted for the exam.

It is your responsibility to be aware of the rules of academic dishonesty—**ignorance is not a defense. When in doubt, consult your instructor before doing anything about which you are uncertain.** You should also read through the "Ten Suggestions for Preserving Academic Integrity" available at <https://oaa.osu.edu/coamtensuggestions.html>.

OSU School of Communication Diversity Statement

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 Statement

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 OSU Title IX Coordinator, Kellie Brennan, at titleix@osu.edu.

Accessibility accommodations for students with disabilities

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 me know via email immediately so that we can privately discuss options. You are also welcome to register with Student Life Disability Services to establish reasonable accommodations. 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.

Disclaimer

This syllabus is an agreement between the instructor and the student. The instructor reserves the right to make changes to the syllabus as deemed necessary. You will be notified in class, on Canvas, and/or via email when any changes occur. By staying enrolled in this class, the student agrees to abide by the policies described herein.

TENTATIVE COURSE SCHEDULE

Week	Date	Topic	Activities & Assignments
1	1/8	<i>Course overview</i>	<ul style="list-style-type: none">• Class survey• In-class activities
	1/10	<i>What is social media?</i>	
2	1/15, 1/17	<i>What is social media?</i>	<ul style="list-style-type: none">• In-class activities• Instagram posting guidelines
3	1/22, 1/24	<i>Ethical and legal fundamentals; Managing online reputation</i>	<ul style="list-style-type: none">• In-class activities• Professional profile guidelines• <u>Instagram posting 1 due on 1/24 (11:59 p.m.)</u>
4	1/29, 1/31	<i>Technological basis of social media</i>	<ul style="list-style-type: none">• In-class activities• Group project guidelines• Start forming groups• <u>Professional profile part 1 due on 1/31(11:59 p.m.)</u>
5	2/5, 2/7	<i>The “Social” in social media</i>	<ul style="list-style-type: none">• In-class activities• Finalize project teams• <u>Professional profile part 2 due on 2/7(11:59 p.m.)</u>
6	2/12	<i>Interaction & co-creation</i>	<ul style="list-style-type: none">• In-class activities• <u>Professional profile part 3 due on 2/14(11:59 p.m.)</u>
	2/14		
7	2/19	TBA (possible catch up day)	<ul style="list-style-type: none">• In-class activities• <u>Group project milestone 1 due on 2/21 (11:59 p.m.)</u>
	2/21	Review for Exam 1	
8	2/26	EXAM 1 (REGULAR CLASS MEETING TIME)	
	2/28	<i>What goes viral?</i>	<ul style="list-style-type: none">• In-class activities
9	3/5, 3/7	<i>Virality on social media</i>	<ul style="list-style-type: none">• In-class activities• <u>Group project milestone 2 due on 3/7 (11:59 p.m.)</u>
10	3/12, 3/14	SPRING BREAK (NO CLASS)	
11	3/19, 3/21	<i>Crisis and social media</i>	<ul style="list-style-type: none">• In-class activities• <u>Instagram posting 2 due on 3/21 (11:59 p.m.)</u>

12	3/26, 3/28	<i>Misinformation & disinformation on social media</i>	<ul style="list-style-type: none"> • In-class activities • <u>Group project milestone 3 due on 3/28 (11:59 p.m.)</u>
13	4/2, 4/4	<i>Social media & career</i>	<ul style="list-style-type: none"> • In-class activities • Group work • Course reflection guidelines
14	4/9, 4/11	Group presentations	<ul style="list-style-type: none"> • <u>Presentation slides due on 4/8 (11:59 p.m.)</u> • <u>Peer evaluation due on 4/11 (11:59 p.m.)</u> • <u>Group project paper due on 4/12 (11:59 p.m.)</u>
15	4/16	Review for Exam 2	
	4/18	EXAM 2 (REGULAR CLASS MEETING TIME)	
16	4/23	NO CLASS	<ul style="list-style-type: none"> • <u>Course reflection due on 4/23 (11:59 p.m.)</u>

Note: For the required readings, see Canvas “Readings” module