

## **COMM 2540: Intro to Communication Technology**

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**Office Hours:** T/TH 10am-12pm

### **Please include Comm 2540 in the subject line of all emails**

#### **Recommended Text:**

Westerman, D., Bowman, N. D., & Lachlan, K. A. (2017). *Introduction to mediated communication: Social Media and beyond* (2<sup>nd</sup> Ed.) Kendall Hunt.

\*\*\*Other readings are 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.

#### **Course Assignments:**

Exams (3): 100 points each  
Application assignments (10): 10 points each  
Total: 400 points

**Exams:**

Exams consist of approximately 35 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.

Students should arrive for exams no later than the start time of class with a # 2 pencil and their BuckID. After exams are passed out and the examination begins, I reserve the right to not administer any additional exams. After the first student completes his or her exam, no additional exams will be administered. Please be sure to arrive promptly for exams.

**Application Assignments (Hybrid Component):**

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.

There will be a total of 10 application assignments throughout the semester. Information/instructions for application assignments will be provided on Carmen. For weeks with application assignments, instructions will be made available online after class on Friday and the assignment will need to be submitted before class starts on the following Wednesday.

**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.

**Attendance Policy:**

Attendance will not be recorded but is strongly recommended. All application assignments and exams 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. Please email Molly about scheduling make-ups ([mao.252@osu.edu](mailto:mao.252@osu.edu)) and CC me on the email ([deandrea.1@osu.edu](mailto:deandrea.1@osu.edu)).** Make-up exams are to be completed during TA office hours. Exams can only be made up in the event of a religious conflict, serious 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 a serious 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. Documents that are not dated and do not indicate the severity of the illness will not be accepted. Documentation is required in the case of a death in the family. Application assignments can only be made up when one of the above issues causes an extended absence. Student athletes, themselves, must provide advance notification of any absences. **Car problems, computer issues, and work conflicts are among many non-valid excuses for missing an exam or failing to turn in an assignment on time.**

**Missing Class, Notes, and Lecture Slides:**

If a student, for any reason, misses class, it is his or her responsibility to obtain notes from someone else in the class. My PPT slides will **not** be available. I will gladly answer specific questions about missed content during office hours. PowerPoint slides will not be provided so attending class is important.

**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://ascas.osu.edu/curriculum/asc-syllabus-elements>

**Technology:**

Students are NOT allowed to take photographs, record video, or record 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 (2) violate the technology policy, **or** (3) attempt to sell their notes to other students for monetary gain. If a student disrupts the class, I will ask the student to stop whatever action he or she is 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.

**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/>.”

Adopted on July 20<sup>th</sup>, 2015 from: <http://ascas.osu.edu/curriculum/asc-syllabus-elements>

**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](http://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](http://suicidepreventionlifeline.org)

**COURSE SCHEDULE**

<b>Class</b>	<b>Topic</b>	<b>Required Reading</b> (Italicized readings are on Carmen)	<b>Assignment Due</b>
W 1/8	Syllabus and course policy overview		
F 1/10	Studying communication technology	Ch 1	
W 1/15	Studying communication technology	Ch 13: pg. 208 <i>(additional method readings online)</i>	
F 1/17	Approaches to communication technology	Ch 3 <i>Political Economy Article</i>	
W 1/22	Technology Adoption	<i>Diffusion of Innovations</i>	Application Assignment 1
F 1/24	Technology Adoption and Source Convergence	<i>Diffusion of Innovations</i>	
W 1/29	Technology Adoption continued	<i>Diffusion of Innovations</i>	Application Assignment 2
F 1/31	Technology Affecting Mass Communication: The News	Chapter 5	
W 2/5	Technology Affecting Mass Communication: The News	<i>Garrett 2019</i>	Application Assignment 3
F 2/7	Technology Affecting Mass Media: The Music Industry	<i>Rollingstone: Streaming Slate: The Spotify Effect</i>	
W 2/12	<b>Exam 1</b>		
F 2/14	Technology Affecting Mass Communication: Film/TV	Ch 7: pgs. 113-115	
W 2/19	Communication Technology and Interpersonal Communication: CMC	<i>Walther (2015) chapter</i>	Application Assignment 4
F 2/21	Communication Technology and Interpersonal Communication: CMC	<i>Walther (2015) chapter</i>	
W 2/26	Dealing with Deception Online: Warranting Theory	Ch 7: pgs. 117-118 <i>DeAndrea (2014) pgs. 186-196</i>	Application Assignment 5
F 2/28	Dealing with Deception Online: Signaling Theory	<i>DeAndrea (2014) pgs. 197-200</i>	
W 3/4	Social Media: Production and Consumption Effects	<i>Holland &amp; Tiggemann 2016</i>	Application Assignment 6
F 3/6	Social Media and Relationships	<i>TBD</i>	
W 3/18	HCI and Virtual Environments	Ch 7: 119-122 <i>Fox and colleagues: Virtual Reality</i>	Application Assignment 7
F 3/20	HCI and Virtual Environments	<i>Kramer and colleagues article</i>	
W 3/25	<b>Exam 2</b>		
F 3/27	Communication Technology and the Self: Internet Addiction	<i>Caplan: POSI article</i>	
W 4/1	Communication Technology and the Self: Mobile Communication	<i>Park &amp; Kaye: Mobile Phone Effects</i>	Application Assignment 8
F 4/3	Communication Technology and Organizational Behavior	<i>Wikis in Orgs Article</i> <i>Social Media in Employee Selection and Recruitment Chapter 2</i>	

W 4/8	Communication Technology and Society: Cybersecurity and Terrorism	<i>Political Science of Cybersecurity</i> <i>Techie Against Article</i>	Application Assignment 9
F 4/10	Stereotypes and Deindividuation Online	<i>Greene Article</i> <i>Millet Article</i>	
W 4/15	Cyberbullying	<i>Graham Article</i> <i>Selkie Article</i>	Application Assignment 10
F 4/17	<b>Exam 3</b>		

### Criteria for Grading Application Assignments

**A:** All aspects of the work are outstanding and error-free (or close to it). Students reveal a deep understanding of the content of the course as well as an ability to work with concepts beyond the level of simply regurgitating facts and definitions. Overall, students demonstrate in their work an excellent ability to synthesize and apply course content.

**B:** All work is of high quality. Work is clear, well structured, and largely error-free. Work effectively responds to all required elements of the assignment. Overall, the work demonstrates a solid grasp of course content, and some ability for creative, integrative, or intellectually rigorous application of the material.

**C:** All work is of acceptable, average quality. Work is on topic, responds to the requirements of the assignment, and is not rife with errors. Work addresses the requirements of the assignment and includes some elements of good style and structure. Content demonstrates a basic understanding of most elements of the course. Overall, work demonstrates a reasonable grasp of all content, but limited ability for creative, integrative, or intellectually rigorous application of the material.

**D:** Some work is of unacceptable quality. Work addresses the topic in a broad sense, but misses some key points or contains an unacceptable level of errors. Work addresses the assignment at only the most basic level. Content reveals some key areas of the course material in which knowledge is lacking. Overall, work demonstrates a weak grasp of content and little ability for creative, integrative, or intellectually rigorous application of the material.

**E:** A majority of the work is of unacceptable quality. Work fails to meet the basic requirements of the assignment, lacks basic elements of professional presentation, or is otherwise unresponsive to instructions. Errors are probably frequent. Content reveals a widespread lack of knowledge. Overall, work demonstrates little grasp of the material.

\*Grading criteria adopted and modified from Dr. Jesse Fox and the University of Arizona

### 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.