COMM 3354: Digital Social Media & Society

General Information
Semester Hrs: 3
Semester/Yr: Fall 2013
Time/Location: 100% online in CourseDen (https://westga2.view.usg.edu/)
Instructor: Patrick D. Hadley
Physical Office: Humanities 144
F2F Office Hours: Mondays/Wednesdays, 2:00 pm – 3:00 pm, 5:00 pm – 7:00 pm
Fridays, 11:00 am – 3:00 pm
Online Office Hours: Fridays, 3:00 pm – 5:00 pm (via CourseDen email or chat)

In addition to the times above, I am available asynchronously\(^1\) via CourseDen 24/7. If CourseDen is down, I also am available via my westga email account or Google Voice Number (see below). Email messages sent via CourseDen or Google Voice messages will be answered within 24 hours.

If you would like to set up a virtual meeting outside of my online office hours, let me know and we can use the tool of your choice (e.g., phone, chat, Skype, etc.).

Telephone: (404) 919-7349 (Google Voice Number)
E-mail: phadley@westga.edu
Communication: When questions arise, the most efficient ways to contact me are as follows:
1. CourseDen mail (inside the course)
2. UWG email (phadley@westga.edu)
3. Phone call to my Google Voice Number: 404-919-7349 (messages left on Friday after 5:00 pm will be returned within 24 hours)

TEXT & ADDITIONAL MATERIALS
Required Text:
- All readings for this course will be provided online. There is no textbook for the class.

Required Materials:
- **Computer-compatible microphone**: In this course, you will need the ability to record audio (for screencasts). Many laptops have integrated microphones that will work

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\(^1\) Asynchronous communication happens when the sender and receiver of a message are not communicating at the same time. For example, John may send a message on Monday, and Jane responds to it on Tuesday.
adequately. Alternatively, you can purchase a headset microphone for $10 - $25 at online electronics sellers like Amazon.com, or at a physical store that sells discount electronics (e.g., Walmart or Best Buy).

- **Daily Computer Access**: All students at UWG are required to have access to a computer that is up to the specs posted in the Scoop. You need to have a plan for what you will do if your computer crashes. How will you continue to participate in the course? Perhaps you could use the computers at your local library in an emergency. Think about this. Computer problems are not an automatic excuse justifying failure to meet an assigned deadline.

- **Plugins**: Your computer also needs to have the plugins listed on the Downloads and Plugins Page at [http://www.westga.edu/~distance/webct1/help/downloads.html](http://www.westga.edu/~distance/webct1/help/downloads.html). Each web browser you use needs to be up to date on its plugins.

- **Speakers or Headphones**: Many presentations in this course have audio playback features, so you need to have access to speakers or headphones to listen to the audio portion of the presentation.

### ABOUT THE COURSE

1. You will learn about historical development, political and economic environment, technological foundations, and socio-cultural context for new Web applications referred to as “Web 2.0” or “social media,” such as blogs, Facebook, Twitter, YouTube, and LinkedIn services.

2. You will examine and comment on the implications of these new social media for traditional industries and activities, such as broadcasting, journalism, education, business, marketing, politics, government, and social relationships.

3. You will apply, practice, and demonstrate this knowledge by:
   a. studying and discussing key social media applications;
   b. completing assignments using key social media applications;
   c. completing quizzes to demonstrate your understanding of the major concepts covered in the readings and discussions; and
   d. selecting and completing a final project that will allow you to explore and demonstrate use of a particular social media application in depth.

4. You will participate in an organic learning environment where everyone participates in the construction of a knowledge community through various online course activities.

### COURSEWORK, EVALUATION PROCEDURES, AND GRADING

**Three Main Types of Tasks in this Class: Discussions, Projects, and Quizzes**

In this class you normally submit your work in one of three ways: through the Discussion board, through the Assessment tool (for quizzes), or via Projects that you will
post on a course blog you will create. Pay attention and follow instructions concerning what must be posted where.

Discussions

We will have several Discussions during the semester. They are asynchronous with deadlines. This means that while we will not have to login at the same time, we will have to login during the same week to make our posts. For some discussions, you are expected to make at least one initial post and reply to another post. The first post you make is called your “initial posting.” This is your primary posting, and will generally be longer than any reply. In discussions where a reply is expected, you should make your initial posting by midnight on Thursdays. Unless otherwise specified, all discussions end on Sundays at 11:59 pm.

When a module is more than one (1) week long, you should use the last Thursday of that module as your deadline for making the first posting, unless the directions include an explicit direction to submit by another day of the week.

You are welcome to discuss past these deadlines (in all discussion boards). However, credit may only be given for discussions occurring during the official window.

You can practice your discussion skills using the first discussion of the course where you introduce yourself and visit with your online classmates.

*If you are expected to follow a discussion schedule that differs from what is stated above, it will be outlined in the instructions for a specific discussion.

Projects

As you work through the learning modules for each online week, you will come across hands-on projects that have to be completed using a particular social media application. You will generally post these projects on the course blog that you will create. These also will need to be completed by the assigned deadline.

You also will complete a final project in the class that will be posted on your course blog.

Quizzes

There are quizzes in each learning module of the course. You can access your quizzes through each learning. Be sure to read the instructions that appear before your entry into the quiz. In addition, once you start a quiz, you have a limited amount of time to finish it. The amount of time will be stated before you start the quiz, and a timer will be visible informing you of how much time you have remaining before the quiz expires.

Each quiz has its own unique properties. The official deadline for each quiz is what is posted in the Course Schedule. If you notice that you are able to take a quiz past that official deadline (because of settings in CourseDen), go ahead. I was being flexible and giving you some extra time. Aside from these unpredictable deviations, the quizzes do not have extensions.
Course Work & Evaluation

There are three styles of tasks in this class: Discussions, Projects, and Quizzes. Below, all discussions, projects, and quizzes are listed with their associated point values.

<table>
<thead>
<tr>
<th>Task</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>--Disc: Orientation Discussion</td>
<td>5</td>
</tr>
<tr>
<td>--Quiz: Orientation Module</td>
<td>10</td>
</tr>
<tr>
<td>--Disc: General social media overview</td>
<td>10</td>
</tr>
<tr>
<td>--Quiz: General social media readings</td>
<td>10</td>
</tr>
<tr>
<td>--Disc: (a) post blog URL (b) Social impact of blogs</td>
<td>10</td>
</tr>
<tr>
<td>--Quiz: Blog readings</td>
<td>10</td>
</tr>
<tr>
<td>--Proj: Create blog and intro blog posts</td>
<td>10</td>
</tr>
<tr>
<td>--Disc: Personal/social impact of YouTube</td>
<td>10</td>
</tr>
<tr>
<td>--Quiz: YouTube readings</td>
<td>10</td>
</tr>
<tr>
<td>--Proj: YouTube exercise</td>
<td>10</td>
</tr>
<tr>
<td>--Disc: Relevance of screencasting and available options</td>
<td>10</td>
</tr>
<tr>
<td>--Quiz: Screencasting readings</td>
<td>10</td>
</tr>
<tr>
<td>--Proj: Embed screencast on blog</td>
<td>5</td>
</tr>
<tr>
<td>--Disc: Social/personal significance of Twitter</td>
<td>10</td>
</tr>
<tr>
<td>--Quiz: Twitter readings</td>
<td>10</td>
</tr>
<tr>
<td>--Proj: Twitter exercise</td>
<td>10</td>
</tr>
<tr>
<td>--Disc: Personal/social significance of Facebook/MySpace</td>
<td>10</td>
</tr>
<tr>
<td>--Quiz: Facebook/MySpace/Google+ readings</td>
<td>10</td>
</tr>
<tr>
<td>--Proj: Facebook/Google+ exercise</td>
<td>15</td>
</tr>
<tr>
<td>--Disc: LinkedIn and online job search strategies</td>
<td>10</td>
</tr>
<tr>
<td>--Quiz: LinkedIn readings</td>
<td>10</td>
</tr>
<tr>
<td>--Proj: LinkedIn exercise</td>
<td>15</td>
</tr>
<tr>
<td>--Disc: Pinterest experiences</td>
<td>10</td>
</tr>
<tr>
<td>--Quiz: Pinterest readings</td>
<td>10</td>
</tr>
<tr>
<td>--Proj: Pinterest exercise</td>
<td>15</td>
</tr>
<tr>
<td>--Final Project</td>
<td>75</td>
</tr>
</tbody>
</table>

**TOTAL** 330
Grading Scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Point Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>297-330</td>
</tr>
<tr>
<td>B</td>
<td>264-296</td>
</tr>
<tr>
<td>C</td>
<td>231-263</td>
</tr>
<tr>
<td>D</td>
<td>198-230</td>
</tr>
<tr>
<td>F</td>
<td>0-197</td>
</tr>
</tbody>
</table>

In the interest of academic integrity and fairness, please note that at the end of the semester, I do not offer individual extra credit opportunities. However, extra credit opportunities may be available to the class at times during the semester. Stay alert to the course home page and Announcements area for more information.

I will round up final averages when the total points earned in the class are within 0.5 points of the next higher grade. For example, a final grade total of 296.5 points would be rounded up to 297 points.

CLASS, DEPARTMENT, AND UNIVERSITY POLICIES

Attendance

*Online Attendance:*

In an online class, regular involvement counts. I believe that regular logging in is a crucial aspect of determining your performance. Regular logging in keeps you in contact with the class, not only in terms of the learning activities, but also allows you to be informed of any relevant course announcements relating to a particular module during the week.

Students who do not login regularly can experience frustration, anxiety, fear, alienation, a sense of being overwhelmed, etc. These are not ideal learning conditions in a face-to-face classroom, and can be particularly troubling in a 100% online course.

I strongly recommend that you log into the course three or more days a week. I can only help you if you are attending to the course.

If your computer crashes or some other computer-related crisis occurs, you must access your back-up computer (see *Required Materials* above). It is not an acceptable excuse to claim “I won’t be able to login to the course for 2 weeks until my computer is repaired and sent back to me.” You must go to your local library, go to a friend’s house, or make other arrangements to ensure that
you are regularly logging into the course. If you are not confident that your computer will make it through the course, you may want to consider taking this course in a later semester when you have access to more reliable technology.

Late Work Policies

*Discussions Late Policy*

Discussions posted after the deadline will have a grade reduction of 25 percent, if submitted within 24 hours of the deadline. If posted more than 24 hours late, the discussion will receive a zero (0) grade.

*Projects Late Policy*

Projects posted after the deadline will have a grade reduction of 25 percent, if submitted within 24 hours of the deadline. If posted more than 24 hours late, the project will receive a zero (0) grade.

*Quizzes Late Policy*

There are no extensions on quizzes. Students are locked out and receive a zero grade if quizzes are not accessed before the deadline.

Use the Course Schedule to know when quiz deadlines will occur.

Tips for Meeting Deadlines

- Don’t procrastinate. Instead, try to get ahead.
- Submit all work by Saturday, so that if you have any technical difficulties, you still have 24 hours to try to submit on another computer (such as at a campus or local library). Remember that CourseDen has a posted maintenance schedule overnight on certain Fridays from 10:00 pm – 7:00 am Saturday.
- Read all submission instructions very, very carefully.

UWG Email Policy

- Although the primary means of email communication in this course will be through CourseDen, University of West Georgia students also are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student’s responsibility to check his or her email.

Credit Hour Policy

- The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other direct
faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to
the course. Out-of-class work will include all forms of credit-bearing activity, including
but not limited to assignments, readings, observations, and musical practice. Where
available, the university grants academic credit for students who verify via competency-
based testing, that they have accomplished the learning outcomes associated with a
course that would normally meet the requirements outlined above (e.g. AP credit, CLEP,
and departmental exams).

University of West Georgia Honor Code

- At the University of West Georgia, we believe that academic and personal integrity are
  based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia
  assume responsibility for upholding the honor code. West Georgia students pledge to
  refrain from engaging in acts that do not maintain academic and personal integrity. These
  include, but are not limited to, plagiarism, cheating, fabrication, aid of academic
dishonesty, lying, bribery or threats, and stealing.
- The University of West Georgia maintains and monitors a confidential Academic
  Dishonesty Tracking System. This database collects and reports patterns of repeated
  student violations across all the Colleges, the Ingram Library, and the School of Nursing.
  Each incidence of academic dishonesty is subject to review and consideration by the
  instructor, and is subject to a range of academic penalties including, but not limited to,
  failing the assignment and/or failing the course. Student conduct sanctions range from
  verbal warning to suspension or expulsion depending on the magnitude of the offense
  and/or number of offenses. The incident becomes part of the student’s conduct record at
  UWG. Additionally, the student is responsible for safeguarding his/her computer account.
  The student’s account and network connection are for his/her individual use. A computer
  account is to be used only by the person to whom it has been issued. The student is
  responsible for all actions originating through his/her account or network connection.
  Students must not impersonate others or misrepresent or conceal their identities in
  electronic messages and actions. If you are aware of violations of the honor code taking
  place, please contact me or Dr. Camilla Gant, chair of the Department of Mass
  Communications, and proper action will be taken.

Special Needs/Americans with Disabilities Act

- Students with a documented disability may work with UWG Accessibility Services to
  receive essential services specific to their disability. All entitlements to accommodations
  are based on documentation and USG Board of Regents standards. If a student needs
  course adaptations or accommodations because of a disability or chronic illness, or if
  he/she needs to make special arrangements in case the building must be evacuated, the
  student should notify his/her instructor in writing and provide a copy of his/her Student
  Accommodations Report (SAR), which is available only from Accessibility Services.
  *Faculty cannot offer accommodations without timely receipt of the SAR; further, no
  retroactive accommodations will be given.* For more information, contact Accessibility
  Services at the University of West Georgia:
CLASS OUTLINE: SEE THE COURSE SCHEDULE

The Course Schedule

The Course Schedule is the central resource for a global view of the semester’s activities and deadlines. Want to know when something is due? Check the Course Schedule. It is always available from the home page of the course and is viewable at

https://docs.google.com/document/d/1-GjsbO8XmO0iNMHwh0dLS7GxKvf4ykEQ6V5bvCE1vqo/edit?usp=sharing

The Course Schedule may change slightly over the semester. It is an online, dynamic document. You should check it at least once per week each time you enter the course. It is located on our CourseDen home page.

If I ever make changes, I make a note at the bottom of the Course Schedule that tells what changes were made and when. Additionally, I notify the whole class via CourseDen email. Hopefully, no changes will need to be made, but if they are, you will learn about them via multiple sources.

TIPS FOR SUCCESS

Navigating the Course

Each time you login to CourseDen, check the following:

1. Through Mail, announcements and updates are regularly made by the instructor.
2. Frequently, graded Discussions are taking place.
3. Review the Course Schedule for a global view of what’s going on in the course.
4. The Modules on the home page contain what is happening during a given week or set of weeks. Through these, you gain access to your Discussions, Projects, and Quizzes.
5. Review and follow the Checklist that is provided for each module to know what you need to do in that module for success.

[END OF SYLLABUS VERSION 1.0]