

COMM 3354: Digital Social Media & Society

General Information

- Semester Hrs: 3
- Semester/Yr: Summer 2015 (Session II: June 1 - July 24)
- Time/Location: 100% online in D2L (<https://westga.view.usg.edu/>)
- Instructor: Patrick D. Hadley
- Physical Office: Humanities 144
- Online Office Hours: Mondays - Thursdays, 10:30 am – 12 noon (via D2L email or chat)
 Mondays, Wednesdays, Fridays, 3:00 pm - 4:30 pm
- In addition to the times above, I am available asynchronously¹ via CourseDen 24/7. I am also available via my westga email account, but CourseDen email is preferred unless the system is down. Email messages will be answered within 48 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. D2L 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 no later than the following Monday, but commonly will be returned within 24 hours)

TEXT & ADDITIONAL MATERIALS

Required Text:

- All content (e.g., articles, videos) for this course will be provided online. There is no textbook for the class.

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.

- **Hootsuite University - Free 90-Access:** I am arranging for you to have special 90-day free access to a social media education program that will provide you with access to a wide range of social media education resources. The provider of the training is Hootsuite's Higher Education Program, which includes [Hootsuite Pro](#) and [Hootsuite University](#). Note that during the 90 day trial period, you will not have to pay anything, or enter any credit card information, to get access to this content. When the 90-day trial is over, you can decide if you want to continue or not. I will integrate a limited amount of these resources into our course this semester. However, you will have access to all the resources during your 90-day access, even content that I do not assign. Be on the lookout during the first week or so of the course for an invitation email, **in your my.westga.edu email inbox**. It will tell you how to access your free account. I will provide you with additional information as needed.

Required Materials/Resources:

- **Computer-compatible microphone:** In this course, you will need the ability to record audio (for screencasts). Many laptops have integrated microphones that will work 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>. 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 commonly referred to as "social media," such as blogs, Facebook, Twitter, YouTube, and LinkedIn.
2. 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.

3. 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 *Quizzes* tool, 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 a 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 the learning module or through the *Quizzes* tab in D2L. 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. 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.

Tasks/Topics within Modules	Points
--Quiz: Orientation Module	10
--Disc: Orientation Discussion	5
--Quiz: General social media content	10
--Disc: Personal experience with social media	10
--Quiz: Blog/WordPress readings	10
--Disc: (a) Post URL to your blog (b) Blogs topic	10
--Proj: Create blog and intro blog posts	20
--Quiz: YouTube/social video readings	10
--Disc: YouTube/social video topic	10
--Proj: YouTube/social video exercise	30
--Quiz: Screencasting readings	10
--Disc: Screencasting topic	10
--Proj: Create screencast	30
--Quiz: ePortfolio content	10
--Disc: ePortfolio topic	10
--Proj: Convert blog into ePortfolio	30
--Final Project: Add screencast video to ePortfolio and add social sharing tools	75
TOTAL	300

Grading Scale

Grade	Point Range
A	270 - 300
B	240-269
C	210-239
D	180 - 209
F	0-179

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 made 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 269.5 points would be rounded up to 270 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 late, but within 24 hours of the deadline, will have the grade reduced by 50 percent. Discussions posted more than 24 hours after the deadline will receive a zero.

Discussions may be made up (with modifications by the instructor) only if you provide written documentation of a medical or family emergency. (You can submit written documentation via a scanned copy of a document forwarded via email)

Projects Late Policy

Projects posted after the deadline will have the grade reduced by 50 percent. If posted more than 24 hours late, the project will receive a zero.

Late project postings may be permitted without penalty if you provide written documentation of a medical or family emergency. (You can submit written documentation via a scanned copy of a document forwarded via email)

Quizzes Late Policy

There is no extension on quizzes without documentation of a medical or family emergency.

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 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.

Standard University Policies

The University has standard policies that apply to all students throughout the University, in the areas of the Americans with Disabilities Act, UWG's email policy, credit hours, and the UWG Honor Code. These policies are provided in more detail in the following link:

http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf.

Special Needs

- I will make special arrangements for students with special needs, as documented through Student Services. Please inform me and provide me with appropriate documentation at the beginning of the semester. For more information, contact Accessibility Services at the University of West Georgia: <http://www.westga.edu/counseling/4486.php>.

Academic Dishonesty

- Academic dishonesty is NOT tolerated. It will result in failure on assignment(s) as well as possible disciplinary sanction(s) as stipulated by university rules. The University of West Georgia Student Conduct Code defines academic dishonesty as cheating, fabrication, plagiarism and facilitating or allowing academic dishonesty in any academic exercise.
- **Cheating:** using or attempting to use unauthorized materials, information or study aids
- **Fabrication:** falsification or unauthorized invention of any information or citation
- **Plagiarism:** representing the words or ideas of another as one's own. Direct quotations must be indicated and ideas of another must be appropriately acknowledged.
- Academic dishonesty in any form compromises your grade and lowers the quality of your diploma. A fellow student who cheats may actually lower your grade, sometimes causing unfair and inflated grading scales. If you are aware of cheating taking place, please contact me or Dr. Camilla Gant, chair of the Department of Mass Communications, and proper action will be taken.

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/1kYPr3OViCaPc7X_3JhrDhRLgV8agcujjCfxkVsNadeQ/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]

COURSE SCHEDULE

COMM 3354

Summer 2015

(Version 3 - as of 7/8/15)

The Course Schedule may change over the course of the semester, so do not ONLY look at a paper version you have printed. Visit the online version regularly through the semester.

*[**Version 2 -6/21/15 - Modules 3 and 5 have been switched. Creation of the ePortfolio is now in Module 3, while the YouTube activities are now Module 5. The deadline for Module 3 remains the same, it just contains different content. Similarly, the deadline for Module 5 remains the same with new content.]*

*[**Version 3: 7/8/15 - The deadline for Module 5 (Quiz, Discussion, Project) has been extended to Wednesday, July 15, 2015 at 11:59 pm.]*

Assignments for discussions/quizzes/projects for specific modules will often be available before the official “start date” of that particular module on the schedule. However, be aware that some discussion assignments may require an initial posting, followed by a reply to a classmate’s initial post. If you complete an initial discussion post before the start date of that module and there are no other posts by classmates to which you can reply, remember to return to that discussion during the week(s) assigned for that discussion to complete the reply portion of the assignment.

MODULE	TOPICS/NOTES	DUE
Orientation Module: Monday, June 1 to Sunday, June 7	<i>Topics: Getting oriented to online course, syllabus, technology</i>	<u>Due by Sunday @ 11:59 pm</u> --Orientation Discussion --Quiz: Orientation Module (NOTE: multiple quiz attempts available without penalty ONLY for Orientation Quiz)
Module 1: Monday, June 8 to Sunday, June 14	<i>Topics: Overview of social media history, trends, technologies (e.g., Facebook, Twitter, YouTube, LinkedIn, Instagram), recent developments</i>	<u>Due: by Sunday @ 11:59 pm</u> --Social Media Discussion --Quiz: Social Media overview content (NOTE: only one quiz attempt permitted for this and all remaining modules)
Module 2: Monday, June 15 to Sunday, June 21	<i>Topic: Blogging, WordPress, and related applications</i>	<u>Due: by Sunday @ 11:59 pm</u> --Create blog and intro blog posts --Discuss social impact of blogs and post your blog URL --Quiz: Blog-related content
Module 3: Monday, June 22 to Sunday, June 28	<i>Topic: ePortfolio</i> <i>Topic: YouTube and other video sharing sites</i>	<u>Due: by Sunday @ 11:59 pm</u> -Convert blog into ePortfolio --Discussion of ePortfolios --Quiz: ePortfolio content

		<ul style="list-style-type: none"> --YouTube/video sharing project --Discuss impact of YouTube --Quiz: YouTube/social video content
<p>Module 4:</p> <p>Monday, June 29 to Sunday, July 5</p>	<p><i>Topic: Screencasting</i></p>	<p><u>Due: by Sunday @ 11:59 pm</u></p> <ul style="list-style-type: none"> -- Project: Create screencast --Discuss relevance of screencasting --Quiz: Screencasting content <p><u>Due by Wednesday, July 8 at 11:59 pm</u></p> <ul style="list-style-type: none"> --Create screencast and related material for Project
<p>Module 5:</p> <p>Monday, July 6 to Sunday, July 12-15</p>	<p><i>Topic: YouTube and other video sharing sites</i></p> <p><i>Topic: ePortfolio</i></p>	<p><u>Due: by Sunday Wednesday @11:59 pm</u></p> <ul style="list-style-type: none"> --YouTube/video sharing project --Discuss impact of YouTube --Quiz: YouTube/social video content <ul style="list-style-type: none"> --Convert blog into ePortfolio --Discussion of ePortfolios --Quiz: ePortfolio content
<p>Final Project:</p> <p>**Deadline: Wednesday, July 22, 2015**</p>	<p><i>Topic: Add screencast video to ePortfolio and add social sharing tools (Detailed guidelines available later in semester)</i></p>	<p><u>Due: by Wednesday, July 22, 2015 @ 11:59 pm</u></p> <ul style="list-style-type: none"> --Post final project on URL used for course blog