

**Social Media Today/ JMC:1500:0EX4 & 0EX6  
Summer 2014**

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Class timings: See weekly  
calendar below

### Course description

This course provides an overview of our current understanding of the wide range of social media phenomena from the points of view of researchers, professionals, and critics. We will study the social connections and implications of the very media that we now take for granted in everyday use. History, development, networks, communities, privacy, openness, and other issues will be covered.

### Course objectives:

- Understand historical antecedents of contemporary social media
- Understand how social media have affected contemporary life
- Navigate the world of social media in a more professional way
- Read critically and analyze information posted on and about social media

### Course materials

#### *Text*

Baym, Nancy. (2010). *Personal Connections in the Digital Age*. Cambridge, UK: Polity. A few readings on ICON will supplement the textbook.

#### *ICON* (Iowa Courses Online)

The instructional web portal ICON will be used extensively for the course. Contents, submission dropbox folders, discussion posts, grades, etc., will be made available on the course ICON.

### Grading

#### **Participation in class meetings (including field trips where applicable): 40 points**

Participation requires preparedness with materials, working well with others, and adding value to class discussions and activities.

**Assignments:** Guidelines for assignments will be posted to ICON. All assignments will have to be submitted both to the ICON dropbox (by the specified deadlines) as well as in hard copy format. Look for the deadlines in the guidelines that will be made available on ICON for each assignment.

- **Discussion question for the first class meeting: 10 points**
- **Two short papers 50 @ 25 points**

- **Two field trip reports 50 @ 25 points**
- **Group project presentation and report: 50 points**  
**Presentation: 15 points; report: 35 points**

**Total = 200 points**

### **A Note on Collaboration**

The course project is a collaborative endeavor. Each student in the research team is expected to complete a similar amount of work and to contribute equally to the final project. Each student will complete a self- and peer evaluation, describing this equality or the lack of it during the group's work. A peer evaluation form will be provided for this purpose. Students who misrepresent themselves as equal partners in this collaborative project but who are actually letting others do the bulk of the work will be reported to the College for academic dishonesty. If you have questions, it is your responsibility to ask them.

Grade interpretations are as follows (plus and minus grades indicate the grade range):

"A" range: The work is thorough, thoughtful, well-written. It shows an excellent understanding of the subject matter.

"B" range: The work shows good efforts to understand the material and attempts to write well. Ideas could be better-developed, and in general performance can improve.

"C" range: Acceptable work, basic points are present. Considerably more thought and development of ideas needed.

"D" range: Barely passing material.

"F" grade: Failing grade

There are no extra credit assignments for this course.

### **Course policies**

**Attendance** is mandatory. A missed class (except in case of illness, life-threatening emergency or family emergency requiring return to the US) will result in one half letter grade reduction from the final grade (see CIMBA policy on attendance).

**Personal communication devices** cannot be used when class is in session, unless an assignment calls for it. I will let you know any such device is needed.

**Late submission of assignments** will carry a penalty of one half letter grade for the assignment for each day past the due date and time.

You are responsible for all **official correspondence** sent to your UI e-mail address (@uiowa.edu).

**Academic misconduct:** Do not share individual assignments. Follow procedures for group assignments. Copying material without quoting or attributing to source is considered serious misconduct and will result in serious consequences. See College of Liberal Arts and Sciences policy below for plagiarism.

**The Iowa Dozen Standards:** This course is offered through the School of Journalism and Mass Communication (SJMC) at The University of Iowa. The SJMC standards applicable for this course are presented in **bold** font:

**We learn to** (1) write correctly, clearly, and well; (2) conduct research and gather information responsibly; (3) edit and evaluate carefully; (4) use media technologies thoughtfully; (5) apply statistical concepts accurately.

**We value** (6) free speech and First Amendment principles for all individuals and groups; (7) a diverse global community; (8) creativity and independence; (9) truth, accuracy, and fairness.

**We explore** (10) theories and concepts; (11) the history, structure and economy of media institutions; and (12) the role of media in shaping cultures.

### **CLAS Policies Insert (my additions in green font)**

#### **Teaching Policies & Resources — Syllabus Insert**

##### **Administrative Home (the course is offered through the CIMBA Italy program)**

The College of Liberal Arts and Sciences is the administrative home of this course and governs matters such as the add/drop deadlines, the second-grade-only option, and other related issues. Different colleges may have different policies. Questions may be addressed to 120 Schaeffer Hall, or see the CLAS Academic Policies Handbook at <http://clas.uiowa.edu/students/handbook>.

##### **Electronic Communication**

University policy specifies that students are responsible for all official correspondences sent to their University of Iowa e-mail address (@uiowa.edu). Faculty and students should use this account for correspondences ([Operations Manual, III.15.2](#), k.11).

##### **Accommodations for Disabilities (please consult CIMBA staff)**

A student seeking academic accommodations should first register with Student Disability Services and then meet with the course instructor privately in the instructor's office to make particular arrangements. See [www.uiowa.edu/~sds/](http://www.uiowa.edu/~sds/) for more information.

### **Academic Honesty**

All CLAS students or students taking classes offered by CLAS have, in essence, agreed to the College's [Code of Academic Honesty](#): "I pledge to do my own academic work and to excel to the best of my abilities, upholding the [IOWA Challenge](#). I promise not to lie about my academic work, to cheat, or to steal the words or ideas of others; nor will I help fellow students to violate the Code of Academic Honesty." Any student committing academic misconduct is reported to the College and placed on disciplinary probation or may be suspended or expelled ([CLAS Academic Policies Handbook](#)).

### **CLAS Final Examination Policies (summer short courses excepted)**

The final examination schedule for each class is announced by the Registrar generally by the fifth week of classes. Final exams are offered only during the official final examination period. **No exams of any kind are allowed during the last week of classes.** All students should plan on being at the UI through the final examination period. Once the Registrar has announced the date, time, and location of each final exam, the complete schedule will be published on the Registrar's web site and will be shared with instructors and students. It is the student's responsibility to know the date, time, and place of a final exam.

### **Making a Suggestion or a Complaint**

Students with a suggestion or complaint should first visit with the instructor (and the course supervisor), and then with the departmental DEO. Complaints must be made within six months of the incident ([CLAS Academic Policies Handbook](#)).

### **Understanding Sexual Harassment**

Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. See the UI [Comprehensive Guide on Sexual Harassment](#) for assistance, definitions, and the full University policy.

### **Reacting Safely to Severe Weather (applicable to UI Campus courses)**

In severe weather, class members should seek appropriate shelter immediately, leaving the classroom if necessary. The class will continue if possible when the event is over. For more information on Hawk Alert and the siren warning system, visit the [Department of Public Safety website](#).

## **Course calendar**

**Note:** The schedule is subject to change depending upon the pace of the class and the nature of this course. Changes will be announced in class and on ICON. Ensure that you stay abreast of the most current schedule.

**Pre-Work assigned**-on ICON – see reading, bio sheet for completion, and guidelines for the discussion question

**Due by May 09 in dropbox:**

(1) Student bio sheet (will be used to form teams) – upload to ICON Dropbox folder

(2) Discussion question on reading assignment for pre-work – post to ICON discussion section

**Week 1 (8:00 – 9:30)**

**Preliminaries: getting started with social media, prehistory and history**

**Tues. May 20**

Course introduction

Pre-work material discussion

- 2:00 – 5:00 Group assignment workshop

**Wed. May 21**

Kietzmann et al, “Social media? Get serious!” *Business Horizons*, May-June 2011, 54

(3), 241-251 PDF on ICON

YouTube video – “The Machine is Us/ ising us”

**Thurs. May 22**

Boyd and Ellison journal article on Social Network Sites (on ICON)

- **Short paper 1 due today**

**Fri. May 23**

Standage, New York Times article (long article online)

[http://www.nytimes.com/2013/06/23/opinion/sunday/social-networking-in-the-1600s.html?\\_r=0](http://www.nytimes.com/2013/06/23/opinion/sunday/social-networking-in-the-1600s.html?_r=0)

Gillette: Bloomberg Business Week article (long article online)

[http://www.businessweek.com/magazine/content/11\\_27/b4235053917570.htm](http://www.businessweek.com/magazine/content/11_27/b4235053917570.htm)

**Week 2 (10:00 – 11:30)**

**Personal connections: old and new forms**

**Mon. May 26**

Text chapter 1: New forms of personal connection

**Tues. May 27**

Text chapter 2: Making new media make sense

- 2:00-5:00 Field trip 1

**Wed. May 28**

Text chapter 3: Communication in digital spaces

- Field trip 1 report due by 5 PM today

**Thurs. May 29**

Baym and Boyd, "Socially Mediated Publicness" Journal article, PDF, ICON

**Week 3 (8:00 – 9:30)**

**Individuals and communities: Privacy, Speech, Community, Networks**

**Mon. June 2**

Solove: The Digital Person Book chapter available online

Greenblatt: When it comes to online privacy (blog)

<http://www.npr.org/blogs/alltechconsidered/2013/06/10/190433719/when-it-comes-to-online-privacy-a-disconnect-for-the-young>

**Tues. June 3**

Rosen: The Delete Squad (*New Republic* article)

<http://www.newrepublic.com/article/113045/free-speech-internet-silicon-valley-making-rules>

**Wed. June 4**

Text chapter 4: Communities and networks

- 2:00-5:00 Field trip 2

**Thurs. June 5**

Granovetter, Strength of Weak Ties *American Journal of Sociology* article – pdf on ICON

Grant, Finding the hidden value of your Network (Huffington Post blog post)

[http://www.huffingtonpost.com/adam-grant/finding-the-hidden-value-1\\_b\\_3458536.html?utm\\_hp\\_ref=business](http://www.huffingtonpost.com/adam-grant/finding-the-hidden-value-1_b_3458536.html?utm_hp_ref=business)

- Field trip 2 report due today

**Week 4 (11:00-12:30)**

**Sociality in the private and public arenas: identity, relationships, civility**

**Mon. June 9**

Text chapter 5: New relationships, new selves

**Tues. June 10**

Halpern & Gibbs, "Social Media as a Catalyst" – article on ICON

**Wed. June 11**

Text chapter 6: Digital media in relationship maintenance and development

- Short paper 2 due today

**Thurs. June 12**

Text concluding chapter: The myth of cyberspace

Wrap-up

**Fri. June 13**

Project presentations, submit report, upload completed peer review for group work (peer review required by College of Liberal Arts and Sciences, The University of Iowa)

**Have a good summer!**