Principles of Social Media

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Course Outline:
This course provides students with an introduction to social media as it relates to the history, theories, ethics and practice of communication. Through lectures, online discussion activities, and assignments, students in this class will explore a diverse range of social media forms including blogs, virtual communities, wikis, mobile, and video and photo sharing sites. They will become familiar with basic social media research and analytics programs and understand how social media can be used as part of a strategic communication campaign.

Learning Objectives:
- Students will be able to summarize the history of social media development and the current role social media tools play in the field of communications.
- Students will be able to identify commonly used social media platforms and describe their features.
- Students will be practice responsible, ethical and strategic social media use.
- Students will be able to critically analyze social media communication campaigns to identify best practices.
- Students will demonstrate their mastery of participatory communication through the application of social media tools, theory, and practice in both real world and hypothetical situations.

General Education Statement of Criteria:
This course introduces students to key concepts in social media. Students in this class will study history, development, and theories of social media. In addition to learning about identity performance and community development online, students will study issues of race, gender, sexuality and class in social media. Readings and lectures will introduce students to online communities that form around such topics as politics, health, gaming, and advertising.

Transferable Skills
This course fulfills the following skills under the CSU General Education requirements: Critical Thinking and Information Literacy

For a more detailed explanation of the transferable skills associated with these categories, please go to
http://www.csuohio.edu/class/classedge/transferrable-skills. Knowing about transferable skills is useful in writing a resume and in articulating the abilities you have acquired to a prospective employer. Also see "**Acquired Skills for Use in Resume**" http://www.csuohio.edu/class/students/acquired-skills-for-use-in-resume that helps you put your skills into words, and "**Skills by Major**" http://www.csuohio.edu/class/students/skills-major to see examples of how you can talk about your abilities in a paragraph.

- Critical Thinking
  - Analyze and evaluate strategic social media campaigns
  - Use social media to access, collate, and distribute information to address a specific problem or issue
  - Gain experience in online collaboration processes

Assessment: Social Media Campaign Critique Assignment (20% of grade)

- Information Literacy

- Evaluate content sources and information distributed through social media for accuracy, authority, currency, objectivity, and reliability
- Critically analyze issues of ethicality and legality in social media

Assessment: Ethical Issues in Social Media Assignment (15% of grade)

Required Text
There is no required text for this course

*Readings will be posted on Blackboard throughout the term. Most of the readings will be web links or **PDF documents** that should be easily opened and read by your computer. If you are unable to open them, then you should download this free software from Adobe: http://get.adobe.com/reader/ This software will also allow you to open nearly all other course related documents that are posted on Blackboard.

Assignments will be weighted as follows:

Assignment/Exam	Percent of Grade	Due Date
Participation/Discussion	10%	Ongoing
Reading Quizzes	20%	Weekly
Ethical Issues Assignment	15%	February 6, 11:59 p.m.
Social Media Tool Assignment	15%	March 13, 11:59 p.m.
Social Media Campaign Critique	20%	April 24, 11:59 p.m.
Final Exam	20%	May 10, 11:59 p.m.
	Total = 100%	

Assignment Descriptions:

Ethical Issues in Social Media
Over the last decade there has been a rapid increase in popularity of media that make it easy to create and share content. The ubiquitous nature of these tools make it necessary to examine the multitude of legal and ethical quandaries that arise for social media users. For this assignment you will develop a project that provides advice to college students regarding responsible social media usage.

Social Media Tool Assignment
For this assignment you will produce a multimedia presentation on a social media tool of your choosing. You may work with a partner for this assignment.

Social Media Campaign Critique
For this assignment you will work in teams to identify and critique a social media campaign that pertains to one of the topics we discussed over the course of this term. This project will require students to use social media tools to collaborate on a group project. Although the choice of topic will be up to each team, all projects must refer to theories and practices discussed during the class.

Participation/Discussion Grade
Regular class attendance is a student obligation and will be part of your grade for this course. I will take attendance daily at the beginning of class. Anyone who arrives after attendance is taken will receive half credit for the day. I do understand that things come up, therefore you are allowed to miss two classes without penalty. You may make up work missed due to an absence only if you can provide documented proof of your reason: doctor's note, mechanic bill, funeral notice, etc. If a student misses more than four classes he or she will be advised to withdraw from the course.

Regular contributions to class discussions are a student obligation and will be part of your grade for this course. Some sample discussion topics include notable news stories, learning activity responses, and media thought pieces.

Extra Credit
Extra credit opportunities will be posted on Blackboard if and when they become available.

Technology
Students must be able to access the Blackboard website to participate in this course. The preferred file format for all assignments is Microsoft Word, but Adobe PDFs are also acceptable.

Course Schedule

(NOTE: This schedule is subject to modification in both due dates and content.)

Date	Topic(s)	Reading Due
Week 1: Jan. 16 – Jan. 23	Introductions Course Overview What is Social Media?	- Syllabus - Wikipedia page on Social Media: http://en.wikipedia.org/wiki/Social_media - PEW Internet and American Life Survey: Social Media 2005 - 2015: http://pewrsr.ch/1Zgn7F7 - Is Social Media Making Us Stupid? http://theatln.tc/1gDGYa5 *Complete the COM 227 Intro Survey (link on Blackboard) https://www.surveymonkey.com/r/MP6X2YQ **Tech Activity:** Create a Twitter Account for Class Use
Week 2: Jan. 24 – Jan. 30	History of Social Media Overview of Social Tools	- How the Web was Won: http://vnty.fr/1rmRicz - The Virtual Community [PDF on Blackboard] - Hootsuite Academy: Introduction to Social Media Marketing https://education.hootsuite.com/courses/introduction-to-social-media-marketing **Tech Activity**: Create Hootsuite Account

Week 3: Jan. 31 – Feb. 6	Copyright Law Ethical Issues in Social Media	Who Owns Your Social Media Content: https://www.socialmediaexplorer.com/media-journalism/who-owns-your-social-media-content/ Pinterest Copyright Page: https://about.pinterest.com/en/copyright Instagram Copyright Page: https://help.instagram.com/126382350847838 -Watch Submit the Documentary: http://bit.ly/1LkZab4 *Ethics Assignment Due
Week 4: Feb. 7 – Feb. 13	Personal Branding: Taking Control of Your Online Identity	- Branding Yourself: How to Use Social Media to Invent or Reinvent Yourself Part 1: Welcome to the Party [Blackboard pdf] - Branding Yourself: How to Use Social Media to Invent or Reinvent Yourself Part 1: How do you Fit In? [Blackboard pdf] - Hootsuite Academy: Optimizing Your Social Media Profiles https://education.hootsuite.com/courses/optimizing-your-social-media-profiles **Tech Activity:** Social Media Audit
Week 5: Feb. 14 – Feb. 20	Social Media Theory: Listening, Collaboration, and Engagement Uses and Gratifications Theory Agenda Setting and Framing Gatekeeping Theory	**-** Socialnomics: How Social Media Transforms the Way We Live and Do Business [Blackboard pdf] - Experimental evidence of massive-scale emotional contagion through social networks http://www.pnas.org/content/111/24/8788.full - Everything You Need to Know About Facebook's Controversial Emotion Experiment http://bit.ly/1oiDCOj **Tech Activity:** Social Navigation
Week 6: Feb. 21 – Feb. 27	Social Media Theory: Online Community Development Social Network Theory The Role of Influencers Online	- TEDed Video on Network Theory - The Tipping Point Pt 2: The Law of the Few [Blackboard pdf] - Mapping Twitter Topic Networks: From Polarized Crowds to Community Clusters: http://pewrsr.ch/1h1fEDy - Hootsuite Academy: Social Media Strategy – from A to Z https://education.hootsuite.com/courses/social-media-strategy-from-a-to-z **Tech Activity:** Social Network Analysis

Module 7: Feb. 28 – March 6	New Understandings of Self Narcissism Online The Selfie Generation	- The Cult of the Amateur: Chap. 2 – The Noble Amateur [Blackboard pdf] - How to Spot a Narcissist Online: http://theatln.tc/YNO5sx - Essena O'Neill quits Instagram claiming social media 'is not real life': http://bit.ly/2c6LepL - Who Owns Social Media http://bit.ly/2bsgQEM **Tech Activity:** Photo and video sharing platforms
Week 8: March 7 – March 13	Gender and Sexuality on Social Media	- Watch Anita Sarkeesian TED talk: http://bit.ly/1hRScpE - Leslie Jones and Twitter [Reading TBD] - It Gets Better Project About Page: http://bit.ly/1igaOFo *Social Media Tools Assignment Due
March 12 – March 19	Spring Break!	Spring Break!
Week 9: March 21 – March. 27	Online Identity and Web Activism Net Activism: Turning Likes and Shares into Action	- Race in/for Cyberspace [Blackboard pdf] - Our Demand is Simple: Stop Killing Us http://nyti.ms/1JM9Spy - The Dark Net Isn't What You Think: https://www.youtube.com/watch?v=luvthTjC0OI - Hootsuite Academy: Growing Your Online Community https://education.hootsuite.com/courses/growing-your-online-community
Week 10: March 28 – April 3	Micro-donations and peer-to-peer funding models	- The Long Tail: http://wrd.cm/1iJQZ5y - Review Crowdfunding Sites: Kickstarter, IndieGoGo, GoFundMe - Hootsuite Academy: Content Marketing Fundamentals https://education.hootsuite.com/courses/content-marketing-fundamentals **Tech Activity**: Microfunding

Week 11: April 4 – April 10	Arab Spring Movement Politics in a Mediated World Campaigning Online	- Watch How Facebook Changed the World http://vimeo.com/45410957 - Read New, New Media Chap. 10: Politics [Blackboard pdf] - Political Issues and the Spiral of Silence: http://pewrsr.ch/1vxICSv
Week 12: April 11 – April 17	Social Media and the Mainstream Press New Models of News Production and Dissemination Online	- The Medium is the Message: [Blackboard pdf] - The Medium is the Message Video [Available on Blackboard] - The State of the News Media 2016: http://www.journalism.org/2016/06/15/state-of-the-news-media-2016/ - How Fake News Goes Viral: http://nyti.ms/2j9USZz **Tech Activity**: Citizen Journalism
Week 13: April 18 – April 24	Social Media Campaigns: New Models of Persuasion Public Relations and Advertising through Social Media Direct Marketing Processes	- Selection from Spin Sucks on The PESO model: [Blackboard pdf] - Selection from Groundswell [Blackboard pdf] - Hootsuite Academy: Social Advertising Fundamentals https://education.hootsuite.com/courses/social-advertising-fundamentals *Social Media Campaign Critique Due
Week 14: April. 25 – May 1	Digital Health and Wellness Social Pressure and Health Habits Online Information Seeking	Health Online 2013: http://pewrsr.ch/1jIyWPb Health Wearables: Early Days [Blackboard pdf] SnapChat Gains Momentum: http://bit.ly/1U7vAsa **Tech Activity:** Real Time Sharing
Week 15: May 2 – May. 5	Future Trends in Social Media Data Deluge Opting Out & Non-Participation	VR Social Networks are Here, and they Feel Like the Future http://on.mash.to/2iqcKwZ Patton Oswalt: Why I Quit Twitter—And Will Again http://ti.me/1qKQOcU Exam Review
	Final Exam	Due by Wednesday, May 10 at 11:59 p.m.