**JMS 210**

Social Media in the Digital Age

San Diego State University
School of Journalism & Media Studies

**FALL 2016**

**Schedule #21916 - 21929**

**Lecture:** M/W 10-10:50 a.m., AL201

**Friday Sections** meet alternate Fridays at 10 OR 11 a.m., depending on the section number. [See Schedule.]

**Primary Instructor:** Dr. Rebecca Coates Nee, Associate Professor
E-Mail: RNe@maisdsu.edu*
Office: PSFA 338
Office Hours: M/W 11 a.m. - noon (no appointment needed). Other times by appointment. Twitter @RCNee

*Please see email policy below

**FRIDAY Section Instructors:** *
Alexa Mokalis, Sections 1-4 amokalis@mail.sdsu.edu
Dmitri Diakov, Sections 5-8 ddiakov@mail.sdsu.edu
Jayla Lee, Sections 9-12 jnlee@sdsu.edu
Isaac Brambila Sections 13-14

*Contact information and office hours are posted in your Friday section on Blackboard

**Section locations:**

**NOTE:** It is very important that you know your Friday section number. That section number appears next to the course number on the course schedule of classes. Example: JMS 210 Sec. 1. Meeting dates, times and locations are on your schedule posted in Blackboard. Because of holidays, meeting weeks do not always correspond to those listed on the SDSU website.

**COURSE DESCRIPTION:** Social networking, virtual worlds, and digital media literacy. Creating and communicating arguments and consuming information via digital, social, and mobile technologies in a global environment.

**Overview of the course:** The emphasis of this course is on effectively and ethically creating and consuming information via social networks in an increasingly connected and rapidly changing global environment. To further the understanding of the content, this course will heavily utilize Blackboard discussion blogs, wikis, and journals; and, other forms of digital technology and social media. The class is divided into three modules: 1) Theories and historical formation of social media and social networks; 2) Ethical and legal issues in social media use; 3) Creating communities and professional uses of social media for mass communication.

**Course procedures:** Students meet for large lectures on Mondays and Wednesdays with Dr. Nee and in smaller sections with their Friday section instructors on alternate Fridays for a total of six meetings. Please see the master schedule for dates and assignment due dates. On the Fridays that students are not required to attend their section, they should be working on their assignments.

**Prerequisites & requirements:** JMS 210 is required of all Journalism & Media Studies majors and pre-majors. Students from all disciplines may take the course, however, as it is one of nine courses offered in the General Education area of Foundations. Foundations courses cultivate skills in reading, writing, research, communication, computation, information literacy, and use of technology. They furthermore introduce students to basic concepts, theories, and approaches in a variety of disciplines in order to provide the intellectual breadth necessary to help students integrate the more specialized knowledge gathered in their major area of study into a broader world picture.
Learning outcomes: The goal of this course is to prepare students to become more effective global digital citizens by understanding social media networks and using them to communicate in an ethically responsible manner. After successfully completing this course, students should be able to:

- Think critically about the practical and theoretical implications of emerging media technologies on all sectors of life on local, regional and international scales.
- Utilize digital and social media to become fluent in the practices, ethics, laws and conventions of these spheres.
- Analyze the effectiveness of the social media presence of brands and prominent public figures, such as celebrities and politicians.
- Understand the history of social media formations and the distinction between social network sites and social media.
- Become participatory, responsible citizens by identifying the most effective ways to create and consume information on social media platforms and mobile devices.

Class Policies: Because of the large number of students enrolled in this class, the following policies will be strictly enforced. Although the instructors are willing to work with students who have unforeseen or extreme circumstances, or those who have conflicts due to extra-curricular activities, students are responsible for taking proactive measures to make sure their assignments are completed on time.

These measures include: notifying the section instructor at least one week prior to the schedule conflict; meeting with the instructor(s) during office hours; getting notes from classmates; keeping up with the course schedule and assignment due dates; checking grades posted on Blackboard regularly; and reviewing lecture PowerPoints posted in Blackboard. Students who might miss more than two Friday meetings in one semester, due to other commitments, should consider switching their Friday sections or taking the course during a different semester. We are offering fully online versions of the course in a summer session.

E-mail policy: The professor and Friday instructors will not respond to e-mailed questions that can be easily answered by reading the syllabus or schedule. Please allow at least 24 hours for a response during the week and 48-72 hours on the weekends. Students also are encouraged to attend the instructor’s and section leader’s open office hours to clarify questions about the class and discuss grades in person. If the student is not available at that time, please email for an appointment.

Attendance and participation: Students who regularly attend lectures and Friday section meetings perform better in this class. Participation points will only be given in Friday section meetings and cannot be made up. Attendance is not taken in the lecture meetings, however, so students do not need to inform the instructor of absences. Students are advised to get notes from classmates for lectures they miss.

Section grades: Participation points will be given in each of the six Friday section meetings, based on the student’s performance on the participation assignment in class (listed in the schedule). These participation points cannot be made up or substituted for any reason.
addition to participation, students will be assessed on their individual assignments in the class and a group project. Individually, students are graded on section assignments and three exams: two midterms and a final exam. Group collaboration is another important component of this class. Small groups of students will form within each section for the purpose of creating a social media case study wiki or video. The case study will be presented in face-to-face section meetings. Each student is responsible for making sure he/she is in a group and that their full name is clearly stated on the final project. Failure to participate in a group will result in a zero for the case study assignment, without exception.

**Exam policy:** Exams must be taken on the date and time shown in the syllabus. Exams cannot be taken earlier or later. If a student misses a midterm for a school-related event or emergency, proper documentation MUST be provided to the instructor prior to the exam for a planned event. For an emergency, the student must email the section instructor prior to the exam and provide documentation of the emergency in the form of a letter from a licensed medical professional. **Emergency illnesses are those that require treatment by a medical professional.** Emailing photos of the student looking ill does not constitute adequate documentation. Students failing to comply with this policy will not be allowed to make up the missed exam points.

Students will not be allowed into an exam after the first student completes the exam and leaves the building. Any student who is observed talking with another student will be asked to leave the exam immediately and forfeit the points for that exam.

**FINAL EXAM:** Please note that the date and time of the final exam is determined by the University. If you have a conflict with another class, that instructor has scheduled his/her final incorrectly. Please refer to the master schedule: [http://arweb.sdsu.edu/es/registrar/finalexams/16_fall.html](http://arweb.sdsu.edu/es/registrar/finalexams/16_fall.html)

**Social media policy:** This is a class about social media, therefore social media use is encouraged in an appropriate manner related to the class. Students should not use social media to complain about the class, people in the class, assignments, guest lecturers, etc. As we will discuss in this class, the use of social media is a direct reflection of the user.

The hashtag for the class on Twitter is #JMS210. Please be aware that the instructor follows this hashtag regularly and may show tweets using the class hashtag during lecture. What should students share with the #JMS210 hashtag? News about social media! Students are welcome to follow the instructor on Twitter (@rcnee) and may be followed back, if they have a public account. The instructor has a personal Facebook account but prefers to accept friendship offers from students after they have graduated from the University. Some sections may voluntarily start a Facebook group for the class. Students are welcome to invite the instructor to their LinkedIn accounts. It helps to include a personal message stating that the student is a class member of JMS 210. (Tip: the mobile app will not let you write a message, but you can personalize your message on the LinkedIn website.)

**Assignment deadline policy:** The details of the section assignments are provided, along with the syllabus and class schedule, on the student’s section portal in Blackboard at the beginning of the semester. All due dates are also on the schedule. Students will have at least two weeks to complete each assignment. The majority of assignments are turned in online, on Blackboard. Therefore, students are expected to plan ahead and **NO LATE WORK WILL BE ACCEPTED**,
unless an arrangement is made prior to the deadline. If a special arrangement is made between the section instructor and the student, because of a conflict with a school-related event (travel for sports, for example), or other documentable reason, the arrangement must be made in writing, prior to the event, and signed by both the section instructor and the student. Unacceptable excuses include: faulty Internet access, being "really busy," having to work, not understanding the assignment or where to post it, etc.

Contesting grades: It is the student's responsibility to check his or her grades on a regular basis. The section instructors will post an announcement when grades for each specific assignment are entered, and students must check their grades within 7 days of the announcement posting time. If you fail to check your grade within the 7-day period, you will not be permitted to contest grade issues such as missing grades or incorrectly entered grades.

Extra credit: Because of the number of written assignments in this class, in addition to the exams, no extra credit opportunities will be given for any reason. Students cannot make up a missed assignment by doing extra credit work.

COURSE READINGS AND MATERIALS:

Blackboard: Each student will have access to two Blackboard portals related to JMS 210 -- the M/W LECTURE portal and Friday SECTION portal. The lecture portal will be used for posting assigned articles and class PowerPoints. All grades and assignments will be posted in the student’s section portal. Please be aware that the Lecture portal will not be created until after the add/drop deadline.


Students are responsible for keeping up with social media news by following Mashable’s social media news and PBS MediaShift, Social Media. A Twitter list useful for social media resources, news, and tips will be constructed as a section assignment.

Social Media Accounts: Students are expected to have some working knowledge of the major social media platforms. Accounts on the following platforms are strongly recommended: Facebook, Twitter, and LinkedIn.

Additional readings will be assigned and posted in the Blackboard lecture course for each module.

COURSE ASSIGNMENTS, EXAMS AND LETTER GRADES

A detailed description of the section assignments is available in your Blackboard portal. Grading rubrics, details of the assignment and due dates are included. The schedule of lectures is subject to change. The exam and assignment due dates will remain the same for the semester.

Final grades: Final grades will not be rounded up to the next digit. Grades are calculated based on points out of 1,000 not percentages. Because so many opportunities are available for earning points in this course, NO EXTRA CREDIT will be available in this course for any reason.
<table>
<thead>
<tr>
<th>Assignment/Assessment</th>
<th>Point Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>FRIDAY SECTION GRADES:</td>
<td></td>
</tr>
<tr>
<td>In-class quizzes and participation activities (6 classes, 10</td>
<td>60</td>
</tr>
<tr>
<td>points each)</td>
<td></td>
</tr>
<tr>
<td>Peer evaluation</td>
<td>60</td>
</tr>
<tr>
<td>Group case study – wiki or video</td>
<td>100</td>
</tr>
<tr>
<td>Social media analysis #1</td>
<td>30</td>
</tr>
<tr>
<td>Social media analysis #2</td>
<td>30</td>
</tr>
<tr>
<td>Social media analysis #3</td>
<td>40</td>
</tr>
<tr>
<td><strong>Section Total</strong></td>
<td><strong>320</strong></td>
</tr>
<tr>
<td>M/W LECTURE GRADES</td>
<td></td>
</tr>
<tr>
<td>Module 1 exam</td>
<td>200</td>
</tr>
<tr>
<td>Module 2 exam</td>
<td>200</td>
</tr>
<tr>
<td>Module 3/Final examination (comprehensive with primary</td>
<td>280</td>
</tr>
<tr>
<td>emphasis on Module 3)</td>
<td></td>
</tr>
<tr>
<td><strong>Lecture Total</strong></td>
<td><strong>680</strong></td>
</tr>
<tr>
<td><strong>Total Possible</strong></td>
<td><strong>1000 (100%)</strong></td>
</tr>
</tbody>
</table>

**Point-to-Grade Conversion – Grades will not be rounded up to the next level for any reason. Please see the grading policy above.**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Score Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>930-1000</td>
</tr>
<tr>
<td>A-</td>
<td>900-929</td>
</tr>
<tr>
<td>B+</td>
<td>870-899</td>
</tr>
<tr>
<td>B</td>
<td>830-869</td>
</tr>
<tr>
<td>B-</td>
<td>800-829</td>
</tr>
<tr>
<td>C+</td>
<td>770-799</td>
</tr>
</tbody>
</table>
Plagiarism is defined by the University as “the act of using someone else's words, sentences, or ideas and passing them off as your own without giving credit by citing the original source.” (See [http://infotutor.sdsu.edu/plagiarism/what.cfm?p=graphic](http://infotutor.sdsu.edu/plagiarism/what.cfm?p=graphic). Plagiarism is a serious offense and will be treated as such. Students will immediately be reported to the Center for Student Rights & Responsibilities if the instructor suspects any type of plagiarism, whether on a formal assignment or in a discussion board post.

You might be plagiarizing if you:

- Submit someone else's work as your own.
- Buy a paper from a papermill, website or other source.
- Copy sentences, phrases, paragraphs, or ideas from someone else's work, published or unpublished, without giving the original author credit.
- Replace select words from a passage without giving the original author credit.
- Copy any type of multimedia (graphics, audio, video, internet streams), computer programs, music compositions, graphs, or charts from someone else's work without giving the original author credit.
- Piece together phrases, ideas, and sentences from a variety of sources to write an essay.
- Build on someone else's idea or phrase to write your paper without giving the original author credit.
- Submit your own paper in more than one course.

San Diego State University regards plagiarism as academic dishonesty. Consequences of plagiarism may include failing an assignment, receiving a lower course grade, and even failing a course. Read SDSU’s policy on Academic Dishonesty: [http://www.sa.sdsu.edu/srr/academics1.html](http://www.sa.sdsu.edu/srr/academics1.html)

Copyright

This course will cover copyright law as it pertains to the use of digital and social media. The content of this course is also copyright protected. This means that all lecture materials and presentations are the intellectual property of the instructor or guest speaker. Therefore, no student may distribute or reproduce the contents of this course without express prior written permission from the instructor. This protection includes exam questions,
assignments, and lecture content. Any violation of this copyright will result in legal action and academic consequences.

**Students with Disabilities**

If you are a student with a disability and believe you will need accommodations for this class, it is your responsibility to contact student disability services at (619) 594-6473. To avoid any delay in the receipt of your accommodations, you should contact Student Disability Services as soon as possible. Please note that accommodations are not retroactive, and that accommodations based upon disability cannot be provided until you have presented your instructor with an accommodation letter from Student Disability Services. Your cooperation is appreciated.

**Incompletes**

The instructor will strictly adhere to the University policy regarding the authorization of an Incomplete grade, according to the SDSU Catalog, Part Six, p. 462:

I (incomplete authorized) indicates that a portion of required coursework has not been completed and evaluated in the prescribed time period due to unforeseen, but fully justified, reasons and that there is still a possibility of earning credit. It is your responsibility to bring pertinent information to the instructor and to reach agreement on the means by which the remaining course requirements will be satisfied.

**Student Mental Health Support**

Students are encouraged to take advantage of the numerous mental health services offered through SDSU. The stresses of academic life, coupled with personal pressures, often are overwhelming for students. Depression, unfortunately, is common among college students. If you or anyone you know needs assistance or an evaluation, contact SDSU’s Counseling & Psychological Services [http://studentaffairs.sdsu.edu/cps/index.html](http://studentaffairs.sdsu.edu/cps/index.html) or call them at (619) 594-5220 during business hours. After hours, students can call the San Diego Access and Crisis Hotline (888) 724-7240 or University Police (619) 594-1991.

**This Syllabus is a Contract**

By continuing to enroll in this class, students are indicating that they agree and accept the course policies and procedures detailed in this syllabus.