

CATALOG INFORMATION

Dept and Nbr: CS 57.11

Title: SOCIAL MEDIA AND SOCIETY

Full Title: Social Media, the Internet, and Society

Last Reviewed: 2/28/2022

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	8	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

Catalog Description:
Students will be introduced to the landscape of emerging social media within the information society. Using an interdisciplinary approach, students develop a critical understanding of the psychology, history, sociology, politics, and economics of new information technologies and the sociocultural shifts from which they evolved. By focusing on cutting-edge content and events, students study and apply theoretical concepts to real-life issues, such as the impact of technology on society, the relationship between digital devices and identity, the explosion of video content, privacy and surveillance, intellectual property, hacktivism, cybercrime, and more. Using video, audio, web-based, and print materials, students explore the complex and interconnected relationship between emerging social media, technology, and society.

Prerequisites/Corequisites:

Recommended Preparation:

Limits on Enrollment:

Schedule of Classes Information:

Description: Students will be introduced to the landscape of emerging social media within the information society. Using an interdisciplinary approach, students develop a critical understanding of the psychology, history, sociology, politics, and economics of new information technologies and the sociocultural shifts from which they evolved. By focusing on cutting-edge content and events, students study and apply theoretical concepts to real-life issues, such as the impact of technology on society, the relationship between digital devices and identity, the explosion of video content, privacy and surveillance, intellectual property, hacktivism, cybercrime, and more. Using video, audio, web-based, and print materials, students explore the complex and interconnected relationship between emerging social media, technology, and society. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended:

Limits on Enrollment:

Transfer Credit: CSU;

Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:
	D Social Science	Fall 2019	

IGETC:	Transfer Area	Effective:	Inactive:
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CSU Transfer:	Transferable	Effective:	Spring 2013	Inactive:
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UC Transfer:	Effective:	Inactive:
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CID:

Certificate/Major Applicable:

Both Certificate and Major Applicable

COURSE CONTENT

Student Learning Outcomes:

At the conclusion of this course, the student should be able to:

1. Identify periods of technological advancement.
2. Use new or emerging technologies.
3. Develop an appreciation of the empowering nature of new and emerging technologies.
4. Evaluate the social, cultural, political, and economic impact of new and emerging technologies.

Objectives:

At the conclusion of this course, the student should be able to:

1. Explore the impact of new media and emerging technologies on society and large institutions such as news, government, entertainment, and education.
2. Explain the relationship between digital literacy, information inequality, and the digital divide.
3. Describe common beliefs, philosophies, and theories shared by free speech advocates, hacktivists, technologists, and futurists.
4. Recognize and distinguish between issues related to identity, privacy, ethics, and surveillance.

5. Identify major influences on Internet culture.
6. Evaluate law and legislation related to internet accessibility, online sharing, emerging technologies, and cybercrime.
7. Locate, use, and cite information resources and creative content accurately and responsibly.
8. Use social media responsibly and safely.

Topics and Scope:

I. The Impact of Technology on the Development of Society

- A. Print press
- B. Radio
- C. Television
- D. Internet
- E. Web

II. Information Inequality

- A. Social structures and information ecologies
 1. Libraries
 2. Archives
 3. Museums
 4. Schools
 5. Community agencies
- B. Digital divide

III. Information and Communication

- A. Methods of content delivery
- B. Mobile communication
- C. Location-based media

IV. Public Policy and New Media

- A. Copyright and fair use
 1. Digital rights management
 2. Creative Commons
 3. Royalty-free content
- B. Piracy
- C. Privacy and surveillance
- D. Cybercrime

V. Web-based Technologies

- A. Blogs/Vlogs
- B. Microblogging
- C. Multimedia Messaging Systems
- D. Social networking
- E. Podcasting
- F. Digital entertainment platforms

VI. Internet Culture

- A. Community-based organizing
- B. Free speech and social responsibility
- C. Hacktivism
- D. Collaborative economy
- E. Sharing society
- F. Crowdsourcing

Assignment:

1. Reading of each week (20-50 pages)

2. Research Project
3. Audio/Video assignments (2-8)
4. Writing assignments (5-12)
5. Presentations (1-2)
6. Exams (1-2)

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Research Project, writing assignments

Writing
20 - 40%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Audio/video assignments, writing assignments

Problem solving
20 - 40%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

None

Skill Demonstrations
0 - 0%

Exams: All forms of formal testing, other than skill performance exams.

Exam(s)

Exams
10 - 30%

Other: Includes any assessment tools that do not logically fit into the above categories.

Attendance and participation, presentation(s)

Other Category
10 - 25%

Representative Textbooks and Materials:

Instructor prepared materials

How the World Changed: Social Media, Miller et.

al., <https://library.oapen.org/handle/20.500.12657/32834> (CC BY-NC-ND 4.0). 2015 (classic)

Social Media Campaigns: Strategies for Public Relations and Marketing, Kim, Carolyn;

Routledge Publishing. 2020