# Course Syllabus

## CS 57.11: Social Media & Society

## Sections 4291 & 4226

## Course Description

Social Media enables individuals to create, collaborate, and share information with others. 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.

## Student Learning Outcomes

Upon completion of the course, students will 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.

You may find additional information on the **Course Outline of Record (https://portal.santarosa.edu/SRWeb/SR_CourseOutlines.aspx?Semester=20233&CVID=49010)** (COR) page for Social Media & Society.

## Class Meetings

This course will be offered synchronously in-person or asynchronously online. There will be weekly zoom Office Hours if you would like to ask questions and/or receive remote assistance.

absent.

# Instructor Contact

E. Hansen [pronouns: she/her]

Email: **ehansen@santarosa.edu (mailto:ehansen@santarosa.edu)**

Office Hours: Mondays at 2:30pm via Zoom, or by appointment.

I usually respond to emails with 24 hours.

# Course Web Site

Students will use the Canvas course web site for assignment instructions, submitting assignments, viewing classmate's work, sharing resources, and viewing grades. All assignments will have due dates that can be viewed in the weekly **Modules** as well as in the Canvas **Calendar**.

# Textbooks

How the World Changed: Social Media
Miller et. al., 2015
Available FREE for **download via oapen.org** ⤷
**(https://library.oapen.org/handle/20.500.12657/32834)** and for purchase from the SRJC bookstore

Social Media Campaigns: Strategies for Public Relations and Marketing
Kim, Carolyn, Routledge Publishing. 2020

You can locate and order this textbook online via the **SRJC Bookstore. (https://bookstore.santarosa.edu/)** Note that if you want to pick your books up in Petaluma, you need to order them from the Petaluma Bookstore website.

It is also available from online bookstores such as **Amazon.com** ⤷ **(https://www.amazon.com/Social-Media-Campaigns-Carolyn-Mae/dp/0367896206/)** .

# Required Software

You will need the following software for this course:

We will be looking at various social media products so access to a web browser such as Google

**Google Chrome** is the recommended browser for using Canvas.

## Optional Software

- **Adobe Reader** ⤴ **(http://get.adobe.com/reader/)**
- **Open Office** ⤴ **(https://www.openoffice.org/download/index.html)**

## Important Dates

Date Class Begins: 1/16
Date Class Ends: 5/14
Last Day Add w/o add code: 1/23
Last Day Add with add code: 2/4
Last Day Drop for Refund: 1/28
Last Day for P/NP option: 5/24
Last Day Drop w/o W: 2/4
Last Day Drop with W: 4/21
Date Final Exam: 5/21

## Dropping the Class

If you decide to discontinue this course, it is **your responsibility** to officially drop it to avoid getting no refund (after 10% of course length), a W symbol (after 20%), or a grade (after 60%). Also, for several consecutive, unexplained absences, the instructor may drop a student.

## Pass - No Pass (P/NP)

You may take this class P/NP. You must decide before the deadline, and add the option online with TLC or file the P/NP form with Admissions and Records. With a grade of C or better, you will get P.

You must file for the P/NP option by the date listed in the Important Dates section above. Once you decide to go for P/NP, you cannot change back to a letter grade. If you are taking this course as part of a certificate program, you can probably still take the class P/NP. Check with a counselor to be sure.

## Instructor Announcements

The instructor will post announcements on the "Instructor Announcements" page in Canvas throughout the semester. Canvas notifies students according to their preferred Notification Preferences as soon as the instructor creates an Announcement.

Students who fail to attend the first class (face-to-face courses) or do not log-in to an online class after the second day of the semester will be dropped from the class. It is strongly advised that if you need to miss more than one class/homework deadline in a row that you contact me to avoid being dropped from the class.

In addition, the in-person section has required attendance on Thursdays from 6-9pm. If you are unable to attend on a particular week, please text your instructor at least two hours prior (*before 4pm*) to avoid being marked absent.

## Late Policy

All assignments are due **at 11:59pm PST** on the due date. A late submission will receive a 3% penalty per day.

## Exams

There will be **online midterm and final** exams. The material comes from the textbook, class lectures and supplemental materials. If any exam is missed, a zero will be recorded as the score. It is your responsibility to take the online exams by the due date.

## Grading Policy

Visit the "Grades" in Canvas to keep track of your grades. I grade once a week and post grades and comments on the online Canvas gradebook.

I use weighted grades based on the evaluation methods listed in the COR. The groups are:

- Writing – 30%
- Problem Solving – 35%
- Exams – 25%
- Other – 10%

Final grades will be assigned as follows:

- A – 90% and above
- B – 80% to 89%
- C – 70% to 79%
- D – 60 to 69%
- F – 59% and below

If taking Pass/No Pass you need at least 70% of the total class points and completion of the midterm

Students who register in SRJC classes are required to abide by the SRJC Student Conduct Standards. Violation of the Standards is basis for referral to the Vice President of Student Services or dismissal from class or from the College. See the **Student Code of Conduct page. (https://student-conduct.santarosa.edu/)**

Collaborating on or copying of tests or homework in whole or in part will be considered an act of academic dishonesty and result in a grade of 0 for that test or assignment. I encourage students to share information and ideas, but not their work. See these links on Plagiarism:
**SRJC Writing Center Lessons on avoiding plagiarism (http://srjcstaff.santarosa.edu/~jroyal/research/plagiarism/plagiarism.html)**
**SRJC's policy on Academic Integrity ➦ (http://www.boarddocs.com/ca/santarosa/Board.nsf/goto?open&id=A63TMC78051C)**

# Resources for Students with Disabilities

Students with disabilities who believe they need accommodations in this class are encouraged to contact Disability Resources (527-4278), as soon as possible to better ensure such accommodations are implemented in a timely fashion.

# Other Important Policies and Practices

## Avoid Plagiarism Like the, er, Plague

Although most students have likely heard about plagiarism during their years of schooling, it still is prevalent-even in higher education.

The video below reviews what plagiarism is and how not to do it.

**Plagiarism: How to avoid it ➦ (http://www.youtube.com/watch?v=2q0NIWcTq1Y)**

**(http://www.youtube.com/watch?v=2q0NIWcTq1Y)**

## Netiquette, or Why Is It Harder to Be Polite Online?

*Netiquette* refers to using common courtesy in online communication. All members of the class are

- Be considerate of others' feelings and use language carefully.
- Cite all quotations, references, and sources (otherwise, it is plagiarism).
- Use humor carefully. It is hard to "read" tone; sometimes humor can be misread as criticism or personal attack. Feel free to use emoticons like :) for a smiley face to let others know you are being humorous.
- Use complete sentences and standard English grammar to compose posts. Write in proper paragraphs. Review work before submitting it.
- Text speak, such as "ur" for "your" or "ru" for "are you" etc., is only acceptable when texting.

## Syllabus Changes and Errors

The instructor may make changes and updates to the course syllabus and schedule as needed. Students will be notified of any changes. If you find any broken links, outdated information, or other content that just seems "off" somehow, please let me know so I can fix it. I really do appreciate students helping me find and fix mistakes or confusing wording in my materials (and I give extra credit for this assistance throughout the semester!)

**You are currently logged into Student View**

Resetting the test student will clear all history for this student, allowing you to view the course as a brand new student.

**Reset Student**

**Leave Student View**