THE UNIVERSITY OF IOWA
THE COLLEGE OF LIBERAL ARTS AND SCIENCES
SCHOOL OF JOURNALISM AND MASS COMMUNICATION

JOURNALISM 019:240 SOCIAL MEDIA AND ONLINE COMMUNICATION
Fall 2011 Syllabus

Instructor: Dr. Kajsa Dalrymple
Office: W339 Adler Journalism Building
Office Hours: Wednesday 10:30 a.m. to 12 p.m., Thursday 12 p.m. to 1:30 p.m., or by appointment
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Course Website: ICON website
Lecture: Monday 5:30 p.m. to 8:00 p.m.

COURSE DESCRIPTION

This is a project-based graduate course taught via the University of Iowa Distance Education Program. We will focus our time on core concepts and technologies needed to create online multimedia materials. This semester, you will be creating and maintaining an online/social media project regarding your personal work, profession, and graduate program goals. These projects must include written content, audio, and video.

Students in this class are expected to engage with the information in lecture and from the readings to develop their reasoned viewpoints and to present and defend their thoughts in a critical way. Students are expected to keep up-to-date with the lecture and syllabus, hand in assignments on time, and to ask questions if instructions are not clear.

Class meets once a week. Lectures will be posted each week, and students will be expected to participate in the discussion section during our scheduled course time. **Attendance of the full class is required.** You will not pass this class without satisfactory work and participation in class.

RULES

*Absences/Lateness:* Attendance at all classes is required. If you know in advance you will be missing a class, please speak with me to make appropriate arrangements. If you miss a class, it is your responsibility to turn in the homework assignment, or paper, on time.

*Tips for Harmonious Email Communication:* You should feel free to email me with class questions or to set up meeting times. I try to respond to student emails in a timely manner (usually within 24 hours) but please try to avoid sending last-minute messages. If you have a question regarding any assignment, please try and contact me 48 hours prior to their due date.
ASSIGNMENTS

1. Class Participation (20%): Participate in discussion! The best way to make the course more interesting is by being an active speaker and listener. I do understand that there are some people who don’t like to speak in class. Being present, alert, and interested will count in participation grading to some extent, but it is not sufficient. By sharing your thoughts and ideas, you can help each other think critically and engage the material. I know that sometimes the readings will not excite you, but class is the perfect time to talk about this. Thinking critically about other’s writing is also an important step in your writing development. If you think your ability to speak in class will be limited, please come talk to me during office hours early in the semester.

2. Weekly Reading and Discussion Papers (20%): In addition, every student will be required to serve as a discussant for a class session. Discussants will write a 6 to 8 page response paper to the readings. This includes a summary and critique of the week’s readings and provides a brief list of questions to facilitate discussion. As a discussant, you will be responsible for leading student discussion of the readings by pointing out what you believe are the strengths and weaknesses of the readings and encouraging debate about your reflections. Ideally, you will choose a week that coincides with your broader interests. That way, your review of the reading materials will be useful to you when preparing your paper. Review reports will be sent to the class list 24-hours before class as a word doc (.doc) or PDF (.pdf) via email. Discussants should also check into class early in order to upload their reports. These reports will be graded and returned to the discussant by the next class period.

3. Final Project (60%): All students will complete and present an original multimedia project. This project should be relevant to your personal research and academic goals. It should make a contribution to theory, research, or other work in the area of social media and online communication. This project could be presented in the form of a website, blog, marketing research paper, scholarly paper, or a multimedia presentation of empirical work.

There will be various assignments throughout the semester that will help you compile this project. You will receive feedback on these assignments to help direct your project and come up with a complete final project. A prospectus of your project is due on February 13th, and a penultimate of your final project is due on April 16th. Seminar presentations will be during the final weeks of the semester. The final project is due on May 7th at 5pm.
PROPOSED SCHEDULE

This is the tentative outline for our course. Because this is a hands-on seminar, the syllabus may be amended if particular points need to be emphasized or skills practiced. The primary method for updating readings, assignments, etc. will be in class or via email.

Week 1 – January 16 – NO CLASS

Week 2 – January 23 – You in the World of Social Media
Course Overview (goals, projects, expectations, course website)

Week 3 – January 30 – Online Marketing Platforms?

Readings:

• TBA

Week 4 – February 6 – A Brief History of Social Media

Readings:

  http://www.rebeccablood.net/essays/weblog_history.html

• Hourihan, Megan. (2002). What we’re doing when we blog. Retrieved from:
  http://www.oreillynet.com/lpt/a/2474


• Scheufele, D.A. & Nisbet, M. (2002). Being a citizen online: New opportunities and

Week 5 – February 13 – Social Media Tools

Discussants: TBA

Readings:

  “Friends:” social capital and college students’ use of online social networking sites.


**Week 6 – February 20 – Multimedia Marketing**

**Discussants:** TBA

**Readings:**


• Other examples shown in class

**Week 7 – February 27 – Social Marketing. Can you make a difference online?**

**Discussants:** TBA

**Readings:**


Week 8 – March 5 – The Role of Trust in Social Media Networking

Discussants: TBA

Readings: TBA

Week 9 – March 12 – NO CLASS

Week 10 – March 19 – Public Opinion

Discussants: TBA

Readings:


Week 11 – March 26 – Political Communication

Discussants: TBA

Readings:


**Week 12 – April 2 – Science and Health Communication**

**Discussants:** TBA

**Readings:**


**Week 13 – April 9 – International Communication**

**With social media, foreign countries are just seconds away. During this week we will discuss topics such as travel blogging and international relations and the ways that social media are knocking down international boundaries.**

**Discussants:** TBA

**Readings:**


• We will also review several online sources for international bloggers
Week 14 – April 16 – Risk Communication

Discussants: TBA

Readings:


Week 15 – April 23 – Media and Social Change/Presentations

Readings:


- Other examples shown in class

Week 16 – April 30 – Presentations
Administrative Home: 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 Student Academic 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. Scroll down to k.11.)

Accommodations for Disabilities: A student seeking academic accommodations should first register with Student Disability Services and then meet privately with the course instructor to make particular arrangements. See www.uiowa.edu/~sds/ for more information.

Academic Honesty: The College of Liberal Arts and Sciences expects all students to do their own work, as stated in the CLAS Code of Academic Honesty. Instructors fail any assignment that shows evidence of plagiarism or other forms of cheating, also reporting the student's name to the College. A student reported to the College for cheating is placed on disciplinary probation; a student reported twice is suspended or expelled.

CLAS Final Examination Policies: Final exams may be offered only during finals week. No exams of any kind are allowed during the last week of classes. Students should not ask their instructor to reschedule a final exam since the College does not permit rescheduling of a final exam once the semester has begun. Questions should be addressed to the Associate Dean for Undergraduate Programs and Curriculum.

Making a Suggestion or a Complaint: Students with a suggestion or complaint should first visit the instructor, then the course supervisor, and then the departmental DEO. Complaints must be made within six months of the incident. See the CLAS Student Academic 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: 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 Public Safety web site.
The Iowa Dozen

The mission of our School is to educate journalism and mass communication professionals, scholars and faculty. Through professional and creative research activities, they enhance a continually growing and evolving understanding of the social and cultural roles, responsibilities, and contexts for communicators in a democratic society, as well as in diverse global contexts.

To accomplish that mission:

**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.

**We explore ...**
10. Theories and concepts.
11. The history, structure and economy of media institutions
12. The role of media in shaping cultures.