

Cover Sheet: Request 10501

RTV 3XXX Social Media and Society

Info

Process	Course New Ugrad/Pro
Status	Pending
Submitter	Ostroff,David Howard dostroff@ufl.edu
Created	10/23/2015 12:56:15 PM
Updated	12/14/2015 1:36:11 PM
Description	Explores the structure and consequences of the growing presence of social media networks. Addresses such areas as privacy, democracy, health care, commerce, entertainment, and journalism

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Telecommunicat 012303000	Ostroff, David Howard		10/23/2015
Added UCC Syllabus Checklist.pdf					10/23/2015
College	Approved	JOU - College of Journalism and Communications	Weigold, Michael Fredrick		12/14/2015
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			12/14/2015
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

Course|New for request 10501

Info

Request: RTV 3XXX Social Media and Society
Submitter: Ostroff,David Howard dostroff@ufl.edu
Created: 10/23/2015 12:56:15 PM
Form version: 1

Responses

Recommended Prefix: RTV
Course Level : 3
Number : XXX
Lab Code : None
Course Title: Social Media and Society
Transcript Title: Soc Med & Society
Effective Term : Earliest Available
Effective Year: Earliest Available
Rotating Topic?: No
Amount of Credit: 3
Repeatable Credit?: No
S/U Only?: No
Contact Type : Regularly Scheduled
Degree Type: Baccalaureate
Weekly Contact Hours : 3
Category of Instruction : Intermediate
Delivery Method(s): On-Campus
Course Description : Explores the structure and consequences of the growing presence of social media networks. Addresses such areas as privacy, democracy, health care, commerce, entertainment, and journalism
Prerequisites : None
Co-requisites : None
Rationale and Placement in Curriculum : Social media have become an important aspect of society, notably as related to the electronic media. Impacts include affects on news coverage, advertising, and programming schedules. This course will an elective for students in our Management track and Media and Society track.
Course Objectives : Define and explain social media
Discuss the implications of the growth of social media in areas including:
Privacy
Journalism
Business and Media
Politics
Democracy
Sports and Entertainment
Health

Course Textbook(s) and/or Other Assigned Reading: #digitalvertigo: How Today's Online Social Revolution Is Dividing, Diminishing, and Disorienting Us
Author: Andrew Keen ISBN: 1429940964

Weekly Schedule of Topics :

Weeks 1 & 2 – What is social media
Defining just what is social media for the purpose of the class. Just what constitutes “social media”

Week 3 – Social media & Culture

How social media has shaped our culture, and vice versa, focusing on American culture.

Week 4 – Social media & Privacy

Exploring how social media has redefined and diminished our sense of privacy. How LBSM sites are eroding the ability to keep where you are from others.

Week 5 – Social media & Journalism

Discussing how journalism has responded (and failed to respond) to the ever-changing world of social media. Emphasis is placed on Twitter as a means of breaking news, and the evolution of trending now.

Week 6 – Social media & Democracy/politics

How social media has been used as a tool to bring about political change. How social media is regulated in other countries. Also looks at how politics in the US has been shaped by social media, and how politicians are using social media to connect with voters and constituents.

Week 7 –Super Node Week

This week is dedicated to guest speakers who have a large digital following (10,000+ connections/followers/friends/etc). Speakers share experiences, stories, and advice on dealing with large groups of people, and how their opinions, beliefs, etc can permeate their followers/friends/connections/etc.

Week 8 – Social media & Business and Media

How businesses are turning to social media to augment, or in some cases replace, their advertising strategies.

Week 9 – Spring Break

Week 10 – Social media & Business and Media 2.0

How media companies are embracing the “social” trend.

Week 11 – Social media & Sports

The intersection of social media and sports. How athletes can bypass traditional media settings, and instead use social media to connect directly with fans.

Week 12 – Social media & Entertainment

How entertainment companies are using social media, and trans-media storytelling to enrich the viewer experience, and how social media has led to a new version of “spoilers”

Week 13 through 16 – Group Presentations

The students are responsible for planning and leading a class-period long discussion on a social-media related topic of their choosing.

Week 16 – Final paper discussion

Students use this week to ask final questions on their argument paper, and the classes are focused on answering any questions regarding the papers, and discussing group projects.

Grading Scheme : Grading: Grades will be determined as follows: Collective Weekly Quiz Average (Lowest dropped) = 30% Topic Presentation = 20%
Collective Media Diary = 15%
Final Argument Paper = 35%

Weekly Quizzes: Beginning week 2, we will have small quizzes every week, with the deadline set at 5 p.m. Saturday. The quizzes will be about 10 multiple-choice questions or two or three very short essay questions. The questions will come directly from the

readings assigned that week, regardless if the readings were from the books or links to news stories.

Some of the questions may also come from discussions that arise during class. The quizzes will be posted on the Sakai site by 5 p.m. Wednesday each week. The quiz will be locked after the Saturday, 5 p.m. deadline. Your quiz grades will be averaged together to form your one quiz grade.

Topic Presentation: As a class, you will be assigned into seven different groups of five people. Your groups will be assigned a basic theme from a given week. You will be asked to do a 50- minute presentation (roughly 10 minutes per team member) in lecture and assemble a 3.5 page draft describing what you presented. What you present is your decision, but it should be on the topic of that given week (Such as social media and health, twitter and politics, sports and social media, etc.) and the work of the entire team should mesh together into one coherent presentation. Each member of the team should contribute a half page to the written draft. Your grade will be determined on both an individual rubric and a team participation rubric.

Social Media Diary: Each student will be randomly assigned a week during the semester where you will be tasked to keep track of your social media use. You will take personal notes of how long you use social media, what kinds of social media you use, when you use it, and what kinds of people you interact with. You will condense down each of your day's notes into a few short paragraphs and post them on the course website. Each day's diary entry needs to be posted by 11:59 p.m. The week will begin on Sunday. You will post six daily diary entries. On the seventh day, the Saturday of your week, you will post a short, three to five paragraph reflection entry that sums up what you've learned from the process of recording your social media use.

Argument Paper: This will be your final assignment in the class, and will act as the "final exam." You will be asked to write a 3-page to 5-page argument paper. You will answer the following question in your allotted space: "[AUTHOR] is [CORRECT/INCORRECT] about [TOPIC] because . . ." You will use quotes from the textbook, the other textbook, online news articles, other books, studies, etc., to back up your original claim. There is almost no decisive correct answer to your statement, so you will have to form your own answer and back it up with proof in the form of at least five outside sources. You will be asked to use some form of citation while writing, be it MLA, APA, or Chicago, but that choice is yours.

Instructor(s) : TBD

All UCC1 forms and each UCC2 form that proposes a change in the course description or credit hours must include this checklist in addition to a complete syllabus. Check the box if the attached syllabus includes the indicated information.

Syllabus MUST contain the following information:

Instructor contact information (and TA if applicable)

Course objectives and/or goals

A weekly course schedule of topics and assignments

Required and recommended textbooks

Methods by which students will be evaluated and their grades determined

A statement related to class attendance, make-up exams and other work such as: "Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>."

A statement related to accommodations for students with disabilities such as: "Students requesting classroom accommodation must first register with the Dean of Student Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation."

Information on current UF grading policies for assigning grade points. This may be achieved by including a link to the appropriate undergraduate catalog web page:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

A statement informing students of the online course evaluation process such as: "Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu>.

It is recommended that syllabi contain the following information:

1. Critical dates for exams and other work
2. Class demeanor expected by the professor (e.g., tardiness, cell phone usage)
3. UF's honesty policy regarding cheating, plagiarism, etc. Suggested wording: UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obliged to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.
4. Phone number and contact site for university counseling services and mental health services: 392-1575, <http://www.counseling.ufl.edu/cwc/Default.aspx>
University Police Department: 392-1111 or 9-1-1 for emergencies.

The University's complete Syllabus Policy can be found at: http://www.aa.ufl.edu/Data/Sites/18/media/policies/syllabi_policy.pdf