Course Summary

Course: COMM211  Title: Social Media and Society  
Length of Course: 8  
Prerequisites: N/A  Credit Hours: 3

Description

Course Description: This course explores the practical and theoretical social impacts of computer-mediated communication (CMC) systems, including many different types of technologies, such as social networking sites, email, forums, chat, and online games. Students will engage in the analysis of CMC practices, the social processes and structures that emerge when people use these applications, and the problems and barriers that emerge from use.

Course Scope:

This course is a vital element of the communication curriculum, exploring mass communication from the standpoint of personal, academic, and business perspectives. Computer-mediated communication (CMC) is ever-growing, and the social aspects use a variety of social networking sites, email, forums, chat, and online games. Students will engage in the analysis of CMC practices, the social processes and structures that emerge when people use these applications, and the problems and barriers that emerge from their use, by learning to identify specific examples of how social media is used to foster informative and persuasive communication. The course will also help students understand ways that social media tools can enhance learning, collaboration, and connectedness between and among all stakeholders. Everyone interacts with business, so this course will help students discover ways that social media is used within companies to proactively address strategic communication functions. As good citizens, it is vital to have an understanding of ways that social media can impact civic engagement, considering the ways it can engender intercultural communication. Finally, there are important legal and ethical considerations relating to privacy and intellectual property that are vital to effective use of social media and social networking.

Objectives

After successfully completing this course, you will be able to

- Identify specific examples of how social media is used to foster informative and persuasive communication.
- Understand ways that social media tools can enhance learning, collaboration, and connectedness between and among students, faculty, and alumni.
- Discover ways that social media are used within companies to proactively address strategic
Explain ways that social media can impact civic engagement, considering the ways it can engender intercultural communication.

Explain important legal and ethical issues relating to privacy and intellectual property.

Outline

Week 1: Introduction to Social Media and Society

Course Objectives

LO-1: Identify specific examples of how social media is used to foster informative and persuasive communication.

Readings

Text Readings:

Chapter 1--Facebook: How College Students Work

Website:

Mass Communication Theory at: http://communicationtheory.org/list-of-theories/

Assignments & Forums

Forum Week #1

Assignment #1

Week 2:

Course Objectives

LO-1: Identify specific examples of how social media is used to foster informative and persuasive communication.

Readings

Text Readings:

Chapter 2-- Social Media and Persuasion: Crowdsourcing Arguments on Digital Networks Chapter 3-- The Trivial Pursuits of Mass Audiences Using Social Media: A Content Analysis of Facebook Wall Posts by Fans of Top-Trending Television Programs

Website:

Mass Communication Theory at: http://communicationtheory.org/list-of-theories/

Assignments & Forums

Forum Week #2

Quiz #1

Week 3:
Course Objectives

**LO-2:** Understand ways that social media tools can enhance learning, collaboration, and connectedness between and among students, faculty, and alumni.

Readings

**Text Readings:**

Chapter 4 -- Social Media in Education: Effects of Personalization and Interactivity on Engagement and Collaboration

Chapter 5 -- You Can't Go Back Now: Incorporating “Disruptive” Technologies in the Large Lecture Hall

Chapter 6 -- Tweeting 101: Twitter and the College Classroom

**Website:**


Assignments & Forums

Forum Week #3

Assignment #2

Quiz #2

**Week 4:**

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Course Objectives

**LO-2:** Understand ways that social media tools can enhance learning, collaboration, and connectedness between and among students, faculty, and alumni.

Readings

**Text Readings:**

Chapter 7 -- Cultivating a Community of Learners: The Potential Challenges of Social Media in Higher Education

**Website:**


Assignments & Forums

Forum Week #4

Midterm Exam

**Week 5:**

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Course Objectives

**LO-3:** Discover ways that social media is used within companies to proactively address strategic communication functions.
Readings

Text Readings:

Chapter 8-- Attitudes and Perceptions about Social Media Among College Students and Professionals Involved and Not Involved in Strategic Communications

Chapter 9-- Beyond the Press Release: Social Media as a Tool for Consumer Engagement Chapter 10-- Marketing and Branding in Online Social Media Environments: Examining Social Media Adoption by the Top 100 Global Brands

Website:

Mass Communication Theory at: http://communicationtheory.org/list-of-theories/

Assignments & Forums

Forum Week #5
Assignment #3

Week 6:

Course Objectives

LO-4: Explain ways that social media can impact civic engagement, considering the ways it can engender intercultural communication.

Readings

Text Readings:

Chapter 11-- Social Media and the Millennial Generation in the 2010 Midterm Election
Chapter 12-- Social Media and Youth Activism
Chapter 13-- Black Youth, Social Media, and the 2008 Presidential Election

Website:

Mass Communication Theory at: http://communicationtheory.org/list-of-theories/

Assignments & Forums

Forum Week #6
Quiz #3

Week 7:

Course Objectives

LO-5: Explain important legal and ethical issues relating to privacy and intellectual property.

Readings

Text Readings:

Chapter 14-- Legal Pitfalls of Social Media Usage
Chapter 15-- The Realm of the Expected: Redefining the Public and Private Spheres in Social Media

Website:


Assignments & Forums

Forum Week #7
Quiz #4
Assignment #4

Week 8:

Course Objectives

**LO-5:** Explain important legal and ethical issues relating to privacy and intellectual property.

Readings

**Text Readings:**

Chapter 16-- Tweets, Blogs, Facebook and the Ethics of 21st-Century Communication Technology

Website:


Assignments & Forums

Forum Week #8
Final Exam

**Evaluation**

**Reading Assignments:** Your reading assignments will aid you with forum discussions and assignments. You will be evaluated on your reading assignments through four quizzes throughout the course.

**Supplemental Readings:** Supplemental reading assignments are for students who wish to delve further into the subject matter. Supplemental readings are also useful sources for assignments and forums. Forums will be graded based on content, and using supplemental readings as sources is highly encouraged.

**Forum Assignments:** Forum assignments will evaluated on content and grammar. You are required to complete forum assignments weekly and also provide two responses to classmates’ forums thread as well.

**Homework Assignments:** Homework assignments will be graded based on your level of critical thinking and ability to articulate your understanding of the subject matter presented for the respective assignment.

**Exams/Quizzes:** Quizzes will be multiple choice and exams will be a mixture of multiple choice and essay answers.

**Grading:**
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<td>Week 8: Final Exam</td>
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**Materials**

**Book Title:** Social Media: Usage and Impact - e-book available in the APUS Online Library  
**Author:** Hana S. Noor Al-Deen  
**Publication Info:** Rowman & Littlefield Publishing Group  
**ISBN:** 9780739180099

**Book Title:** To find the library e-book(s) req’d for your course, please visit [http://apus.libguides.com/er.php](http://apus.libguides.com/er.php) to locate the eReserve by course #. You must be logged in to eCampus first to access the links.  
**Author:** N/A  
**Publication Info:** N/A  
**ISBN:** N/A

**Websites**

In addition to the required course texts, the following public domain web sites are useful. Please abide by the university’s academic honesty policy when using Internet sources as well. Note web site addresses are subject to change.
### Social networking myths for business


### Kony Craze

https://ww2.kqed.org/mindshift/2012/03/16/kony-2012-viral-video-prompts-a-teachable-moment/

### Mass Communication

http://communicationtheory.org/list-of-theories/

### Pros & Cons of Social Media

http://socialnetworking.procon.org/

### Small Business Chronicle


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### Course Guidelines

#### Citation and Reference Style

- Students will follow APA format as the sole citation and reference style used in written assignments submitted as part of COMMUNICATION program coursework.
- Please note that no formal citation style is graded on forum assignments in the School of Arts & Humanities—only attribution of sources (please see details regarding forum communication below).

#### Tutoring

- Tutor.com offers online homework help and learning resources by connecting students to certified tutors for on-one-one help. AMU and APU students are eligible for 10 free hours of tutoring provided by APUS. Tutors are available 24/7 unless otherwise noted. Tutor.com also has a SkillCenter Resource Library offering educational resources, worksheets, videos, websites and career help. Accessing these resources does not count against tutoring hours and is also available 24/7. Please visit the APUS Library and search for ‘Tutor’ to create an account.

#### Late Assignments

**School of Arts & Humanities Late Policy**

Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. As adults, students, and working professionals, I understand you must manage competing demands on your time. Should you need additional time to complete an assignment, please contact me before the due date so we can discuss the situation and determine an acceptable resolution.

Work posted or submitted after the assignment due date will be reduced by 10% of the potential total score possible for each day late up to a total of five days, including forum posts/replies, quizzes, and
Assignments. **Beginning on the sixth day late through the end of the course, late work, including forum posts/replies, quizzes, and assignments, will be accepted with a grade reduction of 50% of the potential total score earned.**

**Turn It In**

Assignments are automatically submitted to Turnitin.com within the course. Turnitin.com will analyze an assignment submission and report a similarity score. Your assignment submission is automatically processed through the assignments area of the course when you submit your work.

**Academic Dishonesty**

- Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Academic dishonesty includes any use of content purchased or retrieved from web services such as CourseHero.com or Scribd. Additionally, allowing your work to be placed on such web services is academic dishonesty, as it is enabling the dishonesty of others. The copy and pasting of content from any web page, without citation as a direct quote, is academic dishonesty. When in doubt, do not copy/paste, and always cite.

**Submission Guidelines**

- Some assignments may have very specific requirements for formatting (such as font, margins, etc) and submission file type (such as .docx, .pdf, etc). See the assignment instructions for details. In general, standard file types such as those associated with Microsoft Office are preferred, unless otherwise specified.
- It is the student’s responsibility to ensure the all submitted work can be accessed and opened by the instructor.

**Disclaimer Statement**

- Course content may vary from the outline to meet the needs of a particular group or class.

**Communicating on the Forum**

- Forums are the heart of the interaction in this course. The more engaged and lively the exchanges, the more interesting and fun the course will be. Only substantive comments will receive credit. Although there is a final posting day/time after which the instructor will grade and provide feedback, it is not sufficient to wait until the last day to contribute your comments/questions on the forum. The purpose of the forums is to actively participate in an on-going discussion about the assigned content.
- “Substantive” means comments that contribute something new and important to the discussion. Thus a message that simply says “I agree” is not substantive. A substantive comment contributes a new idea or perspective, a good follow-up question to a point made, offers a response to a question, provides an example or illustration of a key point, points out an inconsistency in an argument, etc.
- As a class, if we run into conflicting view points, we must respect each individual's own opinion. Hateful and hurtful comments towards other individuals, students, groups, peoples, and/or societies will not be tolerated.
- Students must post a response to the weekly forums prompt and post the required number of replies to other students – refer to the grading rubric and/or forum instructions for specific expectations on number of replies and word count requirements.
- The main response to the forum is due mid-week – refer to the grading rubric and/or forum instructions for specific expectations. Late main response posts to a forum may not be accepted without prior instructor approval.
- Replies must be posted in the week due and replies after the end of the each week may not be graded.

**Quizzes and Exams**

- Quizzes and exams may consist of true/false, multiple choice, and short essay questions. Each quiz/exam is accessible only once. Once a quiz/exam is accessed, you will not be able to access it
again if you disconnect. Therefore, allocate time to complete your quiz. Weekly quizzes must be submitted by midnight Eastern Time, Day 7 of the assigned week. Late quizzes or exams will not be accepted without prior instructor approval.

University Policies

Student Handbook

- Drop/Withdrawal policy
- Extension Requests
- Academic Probation
- Appeals
- Disability Accommodations

The mission of American Public University System is to provide high quality higher education with emphasis on educating the nation's military and public service communities by offering respected, relevant, accessible, affordable, and student-focused online programs that prepare students for service and leadership in a diverse, global society.

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.