

## ICOM 210: Introduction to Social Media

**Classroom:**

**Due Dates:**

Friday, 12 pm

**Assignment Websites:**

<http://icom210.wordpress.com>

<http://min186.pbworks.com>

<http://bsuicom210.pbworks.com>

**Instructor:**

Brad King

**Office:** AJ 389

**Office hours:**

TR: 11-145

by appointment (+  
online, off-campus  
as well)

**Phone:** 8692

**Email:**

[jbking@bsu.edu](mailto:jbking@bsu.edu)

**Twitter:**

#bsuSM

**Teaching Website:**

<http://www.thedudemann.net>

### Class Description:

This course combines an examination of social media technologies, applications of emerging technologies on various careers with practical skills aimed at students of all skill levels. Students will build their own website using existing tools, engage in social and mobile networks and deploy a variety of social media applications using pre-existing software tools.

### Course Objectives

- Understand the historical context of modern social networks as demonstrated through readings, in-class discussions, group presentations, and a written paper;
- Understand the key components necessary for building and maintaining a social network as demonstrated through readings, in-class discussions, a creative project, and a written paper;
- Become proficient in basic software creation tools in order to build a personalized blog and network as demonstrated through a creative project, in-class presentations, and a written paper; and
- Understand how to apply both theory and application towards new markets as demonstrated by a written paper.

### Required Texts:

- The primary text in the course is [Mediactive](#), by Dan Gillmor
- There are two other forms of reading:
  1. Linked articles, which will be available on the Schedule
  2. PDF articles, which will be posted on Blackboard

### Required Technology:

- You will need to a server to run your blog. (You can't use your iWeb account). If you don't have a server (and you probably don't), the monthly hosting fee through [www.lamphost.net](http://www.lamphost.net) is \$9.95 per month. You'll have your site for less than two months.
- You will need to register your own URL, which costs \$15.00.

- Screenshot software, such as QuickTime or Jing.

### Assignments:

The rubrics and detailed description for these assignments can be found on Blackboard. This class will consist of 8 types of assignments:

1. **Blog Posts (5):** These response blogs will be published on the main class blog (<http://icom210.wordpress.com>). They will demonstrate a thoughtful understanding of the reading assignments, and proficient use of the stated technology (e.g. blog, storify, video, screencast, audio);
2. **Group Presentations (5):** These 8-10 minute group presentations will highlight one particular aspect of the reading, and use the collective research from the group to provide outside analysis to that topic. All presentations will come with a 1-page executive summary;
3. **1-Sheet (1):** This 1-page paper will outline the student's final blog project, and include in-depth brainstorming and prototyping;
4. **Paper (1):** This 8-10 page Argumentative Research Paper will be written throughout six weeks, and will answer a research question created by the student. This paper will use primary and secondary research in order to formulate an argument (e.g. social networks are making us smarter);
5. **Benchmarks (2):** Students will be required to create 5-minute screencasts that demonstrate their websites development. These should focus on new functionalities, additions to the site, analytics, and evaluations, and should avoid descriptions of content.
6. **Critiques (2):** Students will complete 2 in-depth critique of different classmates' work. One copy of the critique will be delivered to the professor; one copy will be delivered to the student;
7. **Live Event:** Students will be required to create a live component to their website, one that engages with people in real life in order to build readership on the site or increase engagement. This event will include a 1-page description of the effectiveness of the event with qualitative and quantitative measures.
8. **Final Project:** Students will deliver a 8-10 minute video presentation of their final project, which will include: a site description, a brief rundown and demonstration of the major functions, a brief overview of the community developed, an analysis of metrics, and a description of the evaluations. The conclusion should include a list of what would come next with the site. The presentation will include a post-mortem paper that contains the in-depth information from the presentation.

### Grade Scale

	pts	percentage
A+	873	97-100
A	837	93-96
A-	810	90-92
B+	783	87-89
B	747	83-86

B-	720	80-82
C+	693	77-79
C	657	73-76
C-	630	70-72
D+	603	67-69
D	567	63-66
D-	540	60-62
F	539	<60

### Assignment Policies:

- Papers will be turned in via email or dropbox, no hard copies will be accepted unless stated otherwise
- Papers will be saved as such: lastname.assignmentname
- Papers will be Word documents (.doc, .docx, .rtf)

### Due Dates:

- All assignments are due on Friday by noon. Many times, the assignments are predicated upon knowledge from the lectures. You should make sure to do the readings and watch the lectures at least 24 hours before the due date.

### Written Assignments

- Arial 12, Single Spaced, Single Column, Left Justified, Straight Quotes (and others)
- Your Title Pages will include: your name, class and assignment. Failure to do this will result in a zero for the assignment.
- Please use Works Cited at the end of your academic papers, and use the current edition of APA. In-text citation should follow this format (Author, Year) but you should make sure you use Purdue's OWL to make sure. **If you use FOOTNOTES or ENDNOTES, you will receive no points for your work.**

### Screencasts/Audio Files

- Ideally you will record your screencasts as .mov, .avi, or other standard files (e.g. check YouTube's uploading policy); however, if you use Jing's standard version the .swf is fine.

## Brad's Rules, or How My Classroom Works

1. Professionalism breeds excellence. You are always under scrutiny. You are evaluated in more ways than simply turning in your assignments.
2. I am not your friend. I am not your parent. I am your professor. It's not personal, I promise you.
3. There is not, nor will there ever be, extra credit in life.
4. If you are going to be late or if you are going to miss class, I will expect to hear from you before the start of class. There are very few acceptable reasons for lateness or absence. You will only know what those are if you contact me ahead of time. If I do not accord me this respect, please do not expect me to waive my fourth rule.
5. However, there are two acceptable excuses for missing class: an illness and a catastrophic family event. Both require you to contact me ahead of time, but please do not worry that you will be penalized.
  - In the case of illness, I will expect doctor's documentation delivered at the start of the next class period. This will be some formal document. An email or hand-written note on a sheet of notebook paper will not suffice.
  - *You* are missing my class. Please do not believe the burden is on me to believe your story.
6. If we have small group discussion groups and critique groups. Please use them. Do not ask me questions until you have discussed those with your group. My first question to you will be: what did your group say? If you have no good answer, I will have no good answer.
7. For simple questions, Google before you ask me. Be curious.
8. If you do not complete the assignments, please do not participate in discussions. Your uninformed opinions only serve to remind us that you did not do the work assigned.
9. Do not ever tell me "you don't know" why you did something when I ask for an explanation about your writing or research. You had a reason. Enough of one that moved you into action. So let's talk about it.

## My Website

Outside of the Blackboard environment, I use my own site:

<http://www.thedudeman.net>. All materials you need for this class will be on Blackboard; however, I conduct much conversation with students and the world through that site. It would

- Your class will have its own TAG (located on the left side of the site) where you can see the latest announcements.
- The class syllabus, assignment sheets and rubrics will be available in the BSU tab (located along the top).
- You can also follow me on Twitter: [bsu\\_brad](#) for teaching, [@brad\\_king](#) if you've a hankering for my rants on life, the universe and everything.
- Some of the most interesting student reactions take place on Facebook. Feel free to add me.

- You will not miss out on any classroom instruction if you do not use Twitter and Facebook; you will, however, miss out.

### **Syllabus**

My syllabus is merely a guidepost for the semester. No class ever runs exactly the same. Therefore, like presidential appointments, the syllabus serves at the pleasure of the professor. Subject to change. And to paraphrase the California appellate judge's ruling: all parties are advised to chill.

## **Department Rules**

### **Equipment Check Out:**

The Integrated Media Lab's checkout policy is that the student returns the equipment 24 hours after renting. The exception is if the student rents the equipment out on Friday, it is not due back until the following Tuesday. If the student fails to return the equipment on time, a warning will be issued for the first offense. After the first offense, the student will not be able to rent equipment from the lab for the remainder of the semester. Hours of lab operation are posted in classrooms and on the lab window.

### **Saving Documents on Lab Computers:**

If you do not have a Flash drive or some other external hard drive, please make sure that you don't save documents on your lab computer desktop. There is a drive -- THAWSPACE -- where you can create a folder and save your documents. Please do not sully our desktop workspace with your files.

### **Department Writing Statement**

The Department of Journalism regards writing proficiency as essential to the satisfactory completion of all journalism courses. Therefore, department instructors must monitor writing performance and language usage proficiency in all journalism courses. Student grades must reflect both criteria. This means you will be graded on your spelling, punctuation and sentence structure.

### **Disabled Student Statement**

If you need course adaptations or accommodations because of a disability, if you have emergency medical information to share with me, or if you need special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible. My office location and hours are listed at the top of this sheet.

### **Diversity Statement**

The Department of Journalism is committed to creating an awareness of diversity issues as they relate to the society, to the workplace and to the