TCOM 220 Social Media, Summer 2022

Instructor: Dr. Huatong Sun ("Dr. Sun")
E-mail (preferred contact method): htsun@uw.edu
Office Hours: Wednesdays 10-11 am or by appointment through *Zoom*
Website: https://canvas.uw.edu/courses/1560672
Zoom: https://washington.zoom.us/my/huatongs

Course Description

This course introduces key concepts, practices, and techniques surrounding communication and information technologies known as "social media," including Facebook, Twitter, YouTube, mobile messaging, and more. We will draw from a broad range of theories in social science —including communication, cultural studies, psychology, science and technology studies (STS), and human-computer interaction (HCI)—humanities, and business to explore the evolving world of social media and how it has been changing our living experiences in this increasingly globalized world.

We will focus on the interactions of culture and technology, the "sociotechnical" —the relationship between the affordances of a social media technology and the social norms of a user community, and how to use this to understand emerging technologies. Students will acquire theoretical and methodological skills to critically reflect on their own social media experiences and develop effective media strategies as communication professionals through case studies and participation.

This course uses the Canvas Learning Management System for course material, assignment submission, communication between faculty and students, and grades posting. The Canvas Course Site can be accessed through MyUW at http://my.uw.edu or the UW Canvas home page at https://canvas.uw.edu/.

You're highly recommended to browse course content from a computer. Browsing from a mobile phone is easy to miss content during scrolling.

Required Texts

● Humphreys. *Social Media: Enduring Principles* (2016).
University book store (buy or digital):
https://www.ubookstore.com/adoption-search-results?ccid=286320&itemid=1316435
eTextbook link (rent or purchase):
https://www.vitalsource.com/products/social-media-enduring-principles-ashlee-humphreys-v9780190623661
● Additional articles will be available on Canvas course site.

Course Objectives

▪ Understand key concepts of social media and connect reading materials and class discussions with current development of social media

▪ Think critically and creatively about forms of social media and their relationship to the contemporary culture

▪ Gain hands on experience and understanding of the current cultural changes in social media production and consumption

- Develop methodological skills for conducting research on emerging media and reflecting on your own social media experiences
- Nurture digital literacy for evaluating and designing social media campaigns and technologies for empowerment and emancipation
- Examine the global and local interactions of social media technologies in the age of globalization

Particularly these objectives support the following IAS learning objectives and those for the Communication major:
- IAS
  - Develop proficiency in skills such as writing and critical thinking
  - Achieve knowledge of the theories, concepts and methods of cross-cultural analysis
- Communication
  - Be able to conduct thorough and critical research for both media theory and skills assignments
  - Understand the ethical, legal, political, and economic contexts of the mass media
  - Understand the cultural issues in international and US media and develop a critical approach to media production and consumption
  - Develop the skills to write, edit, and produce online products
  - Be prepared for a variety of jobs in mass media

Communication in an Online Course
This is a fully online course and therefore there will be no live class sessions. All assignments and course interactions will utilize internet technologies.

Should any questions arise throughout the term, please first refer to your syllabus and the "FAQ" discussion board posted in the Orientation Module. If you are unable to find a suitable answer, or you wish to communicate with me regarding specific course content or personal matters, please email me at htsun@uw.edu or schedule a Zoom meeting appointment. I will respond to your email within 24 hours during weekdays, and you'll find that I usually respond much faster. However, I might not check email over the weekend.
- **Please write to me through UW email**! Canvas email is not convenient to respond or archive.
- When emailing, include the course name or number in the subject line, and be sure to include your name! Failure to do so may result in a delay or non-response to your query as I might miss your message.
- If you do not hear from me after 24 hours during weekdays, please don't hesitate to email me again. I get busy, lose emails from time to time, or forget to respond.
- Do not expect a response about an extension or other problem five minutes before the assignment is due.
- UW Tacoma employees and students are issued a University of Washington NetID and email account. University email communications will only be sent to their University of Washington email address. Faculty and staff are not obligated to respond to students using non-UW email accounts. Those who choose to forward their emails to a non-UW email address do so at their own risk. The University is not responsible for any difficulties that may occur in the proper or timely transmission or access of email forwarded to any email address, and any such problems will not absolve employees and

students of their responsibility to know and comply with the content of electronic university communications sent to UW email addresses.
- To book an appointment on Canvas, please check this page: https://community.canvaslms.com/t5/Student-Guide/How-do-I-sign-up-for-a-Scheduler-appointment-in-the-Calendar/ta-p/536

A Note on Technical Difficulties
- When access to the course is not available for an extended period of time due to UWT issues (greater than one entire evening - 6pm till 11pm) you can reasonably expect that the due date for assignments will be changed to the next day (assignment still due by 11:59pm).
- If you experience outages resulted by your service provider, an extension will be granted.
- If you experience problems with Canvas, visit http://www.tacoma.uw.edu/canvas/support-students

Course Mechanics/Time
- This course puts the work of a ten-week quarter into a five-week summer term. Be prepared to dedicate about 15 hours per week (3 hours a weekday) to this class. If you cannot make a time commitment to this class, it is unlikely you will receive a passing grade. Though the due dates require material to be submitted throughout the week, all assignments can be done in advance.
- *When are things due?* Assignments are set to be due on Mondays, Wednesdays and Fridays so as not to be too close together during the week. Remember that assignments open up a week prior, so you can do them (i.e., posting your original message) whenever you like during the week, as long as it is before the due date. But you are expected to participate in the discussion board (i.e., posting responses) at the time when a topic is due.

Assignments and Weight
- Reading Discussion Assignments   20%
  Ten discussion posts will be graded based on completion (including initial post and responses), each will be counted 2%.
- Discussion quality and growth   30%
  Two reading discussion assignments between Week 1 to Week 4 will be chosen to grade their written quality and discussion contribution, not included in the previous category. Each accounts for 15%.
- Engagement Strategy Project (week 5)   40%
  Including Engagement Strategy Workshop (5%) and Engagement Strategy Slide Report (35%)
- Participation   10%

Grading Scale
- **IMPORTANT!!!** I use the gradebook function of Canvas primarily for communication purpose. Please be aware that Canvas lacks a smart formula to calculate the weight of each assignment into an accurate final score, and your total score could be different from what you see from Canvas, but the grade for individual assignment should be the same with my records.
- Grades are based on the University of Washington grading scale: http://www.tacoma.uw.edu/node/37545
- See below for the grading conversion table for this class:

Points	Letter grade	Numerical grade
97-100	A+	4.0
93-96	A	3.9
90-92	A-	3.8 – 3.5
87-89	B+	3.4 – 3.2
83-86	B	3.1 – 2.9
80-82	B-	2.8 – 2.5
77-79	C+	2.4 – 2.2
73-76	C	2.1 – 1.9
70-72	C-	1.8 – 1.5
67-69	D+	1.4 – 1.2
63-66	D	1.1 – 0.9
60-62	D-	0.8 – 0.7
0-59	F	0.0

Late Work
All assignments are due on their designated due time. I do not accept late assignments unless arrangements are made in advance. There are no "make ups" for discussion assignments -- you need to keep up to pass and do well in this course. If you know there will be a time conflict in your schedule in advance, e-mail or talk to me, and we can negotiate an appropriate due date for the assignment.

Student Conduct in Remote/Online Learning Contexts
- The Student Conduct Code remains in place for all students whether a course is offered in person, online, or remotely.
- The instructor's intellectual property rights and the privacy of all course participants must not be violated by students at UW Tacoma. Students may not share course materials with non-class members without explicit written permission from the course instructor.
- Harassment or bullying of instructors and students, including via electronic media, the internet, social networks, blogs, cell phones, and text messages, will not be tolerated. Students found responsible for such infractions are subject to disciplinary sanctions.
- Students may not record any part of a class session without the express consent of the instructor, unless approved as a disability accommodation. Individual course instructors may record course sessions but only for use by registered class members for instructional purposes. All recordings will be housed on secure platforms authorized by UW.

An incidence of displaying negative attitude toward others and being disrespectful will result in a one-point deduction from your participation grade.

Religious Accommodations
Washington state law requires that UW develop a policy for accommodation of student absences or significant hardship due to reasons of faith or conscience, or for organized religious activities. The UW's policy, including more information about how to request an accommodation, is available at Religious Accommodations Policy. Accommodations must be requested within the first two weeks of this course using the Religious Accommodations Request form.

Safe Campus
Preventing violence is a shared responsibility in which everyone at the UW plays apart. The SafeCampus website (washington.edu/safecampus) provides information on counseling and safety resources, University policies, and violence reporting requirements help us maintain a safe personal, work and learning environment.

Academic Honesty
The faculty at UWT takes academic honesty very seriously. Behaving with integrity is part of our responsibility to our shared learning community. If you're uncertain about if something is academic misconduct, ask me. I am willing to discuss questions you might have.
Acts of academic misconduct may include but are not limited to:
- Cheating (working collaboratively on quizzes/exams and discussion submissions, sharing answers and previewing quizzes/exams)
- Plagiarism (representing the work of others as your own without giving appropriate credit to the original author(s))
- Unauthorized collaboration (working with each other on assignments)

Concerns about these or other behaviors prohibited by the Student Conduct Code will be referred for investigation and adjudication. Students found to have engaged in academic misconduct may receive a zero on the assignment (or other possible outcome).

It is your responsibility to be familiar with the student code; for more information, refer to this website: https://www.tacoma.uw.edu/registrar/academic-policies#permalink-16076

Counseling Center & CARE Resources
The Counseling & Psychological Services offers short-term, problem-focused counseling to UW Tacoma students who may feel overwhelmed by the responsibilities of college, work, family, and relationships. Counselors are available to help students cope with stresses and personal issues that may interfere with their ability to perform in school. The service is provided confidentially and without additional charge to currently enrolled undergraduate and graduate students. To schedule an appointment, please call 253-692-4522, email uwtcaps@uw.edu, or stop by the Counseling & Psychological Services, located in MAT 354. Additional information can also be found by visiting: https://www.tacoma.uw.edu/uwt/caps.

For a variety of student support, please check out the page of CARE Team Resources: https://www.tacoma.uw.edu/student-life/care

Disability Support Services
The University of Washington Tacoma is committed to making physical facilities and instructional programs accessible to students with disabilities. Disability Support Services (DSS) functions as the focal point for coordination of services for students with disabilities. In compliance with Title II of the Americans with Disabilities Act, any enrolled student at UW Tacoma who has an appropriately documented physical, emotional, or mental disability that "substantially limits one or more major life activities [including walking, seeing, hearing, speaking, breathing, learning and working]," is eligible for services from DSS. If you are wondering if you may be eligible for accommodations on our campus, please contact the DSS reception desk at 692-4522, or visit https://www.tacoma.uw.edu/drs

Teaching and Learning Center
The Teaching and Learning Center offers free academic support for students at all levels. They offer one-on-one consultations and group workshops in writing, math, statistics, science, and Spanish. They also work with students on questions about English grammar & vocabulary, reading, and learning strategies. Located in Snoqualmie 260 and online, their schedules for appointments and drop-in visits are posted on the website at tacoma.uw.edu/tlc. For special needs or subject tutoring requests, please email uwtteach@uw.edu or call 253-692-4417.

Title IX Statement

UW, through numerous policies (https://www.washington.edu/titleix/policies/), prohibits sex- and gender-based violence and harassment, and we expect students, faculty, and staff to act professionally and respectfully in all work, learning, and research environments. For support, resources, and reporting options related to sex- and gender-based violence or harassment, visit UW Title IX's webpage (https://www.washington.edu/titleix/), specifically the Know Your Rights & Resources (available via the Support & Help page).

If you disclose information to me about sex- or gender-based violence or harassment, I will connect you (or the person who experienced the conduct) to confidential and/or private resources who can best provide support and options. Please note that some senior leaders and other specified employees have been identified as "Officials Required to Report" (https://www.washington.edu/titleix/title-ix-officials-required-to-report/). If an Official Required to Report learns of possible sex- or gender-based violence or harassment, they are required to call SafeCampus and report all the details they have in order to ensure that the person who experienced harm is offered support and reporting options.

Tentative Schedule

W	D	Module	Topics	Readings Due	Assignments Due
1	6/22	1	Course intro		Class intro
	6/24	2	Situating social media	Ch 2: The Communication Model	Empowering or controlling: The future of lying
2	6/27	3	Genres of social media	Ch 3: Message Types	Attributes of social media
	6/29	4	Affordances & algorithms	Ch 4: Measuring Social Media	Understanding affordances
	7/1	5	Participation & co-creation	Ch 5: User Interaction and Co-Creation &Ch 12: Cultural Representations and Practices	Cultural production: Case study of cryptoArt
3	7/4	6	*Independence Day Recess*		
	7/6	7	Social media marketing// Intro to engagement strategy project	Ch 6: Uses and Benefits of Social Media; Ch 11: Social Media Marketing	Digital Influencers for social media marketing
	7/8	8	Social networks	Ch 9: Social Networks	Graphing network + Engagement strategy workshop
4	7/11	9	Virtual communities	Ch 10: Virtual Communities	Online community analysis

	7/13	10	Political economy of privacy	Ch 14: Economic and Legal Structures & Surveillance advertising	Political economy of privacy
	7/15	11	Global social media	"War of Social Messaging Platforms" (Canvas)	Misinformation & global social media
5	7/18	12	Digital inequality	Ch 7: Digital Inequality, Age, and Social Class & Ch. 8: Race & Gender	Digital divide
	7/20	13	Engagement Strategy		Engagement strategy slide report