Communication on the Internet

MMC-3260 | Spring 2022 | 3 credits | Class # 15841 -- Section: 2D91 (UF-Online)

Instructor: Justin Fisher Email: fisherjustin@ufl.edu Zoom Meeting Room: https://ufl.zoom.us/my/fisherjustin	- Class Meetings: 100% Online - Office Hours: TBD (determined in first week Orientation meeting) - Calendar Table Google doc. (Spring 2021) - Slack Platform

"We're still in the first minutes of the first day of the Internet revolution."
-- Scott Cook

This course is about the past, present, and future of the Internet. It attempts to explore the future of the Internet while providing a foundation set of practical digital skills you will need in today's media markets. Over the course of the semester, you'll learn about a variety of tools to make your digital life better, and build skills you'll use to create projects that are relevant to your digital future.

Note: Because this is an online course, there is more detail about this course and the course assignments available in the course site on UF eLearning (Canvas). Please be sure to review all of that material, not just the material in this syllabus. Here is a link to the course Canvas site: https://ufl.instructure.com/courses/447704

Course objectives

The course includes the following objectives:
1. Learn the history and structure of the Internet and the World Wide Web.
2. Understand the basic options for planning, setting up, and building a quality website, using WordPress, for a business or interactive project.
3. Explore important cultural, economic and political issues surrounding the use of the Internet today and trends shaping the future of the Internet and how we'll use it.
4. Learn to "think multimedia": Understand the differences between creating content for multimedia platforms and creating content for traditional media.
5. Understand the foundations of web analytics and their relation to digital marketing.
6. Build your skills in project planning, research, presentation, and entrepreneurship, and improve your ability to plan and complete long-term work done over the Internet.

Class meetings and office hours

All the required work for this course takes place online in UF's eLearning platform (Canvas) and related tools, including from LinkedIn Learning videos. As there are no live lectures for this

online course, office hours discussions will be provided one evening each week. Office hours discussions will be recorded for viewing for students that are unable to attend; however, you are encouraged to attend occasionally to check in for content and project updates.

You can also send any questions to the professor via Slack, Canvas message, or to the Email Address provided at the top of the syllabus. Allow 24 hours for response time when not during office hours and possibly longer during weekends/holidays.

Readings and course materials

Textbooks
There is no printed textbook for the course, but you will be reading and viewing material from the Web for each module. You will find that there are more pages to read in Canvas for this course than you may be used to in other online courses; think of these Canvas pages as the textbook for the course.

Course videos
In addition to readings, almost all of the modules in this course will require you to watch some form of video instruction, using videos created by your instructor or selected videos from experts on that course topic. Because you will be watching so much video, please be sure your computer is powerful enough to display the videos without problems. If you aren't sure about this, review the computer requirements for all College of Journalism and Communications students here:
https://www.jou.ufl.edu/current-students/current-undergraduate/current-academics/equipment/

Tech help

For all problems with Canvas and UF's online course materials, students should contact the UF tech helpdesk at http://helpdesk.ufl.edu/ For issues with Siteground hosting, students should contact Siteground support at: https://www.siteground.com/support (Your professor will discuss tips for hosting support during the semester.) For help with WordPress issues, students should check the excellent resources at: https://wordpress.org/support/ before emailing your professor.

Course workload

One credit hour is defined by the U.S. Department of Education as "one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks for one semester." For an online class, this means that in this class you should expect to spend up to 3 hours per week watching course videos and/or reading assignments, and up to 6-9 hours per week studying for and completing quizzes, working on your project, and completing other course assignments.

Assignments

Here are the major graded elements that you will complete for this course. More details about each element of the course are available in the class eLearning (Canvas) site.

1. Quizzes and Surveys: 45%
For every module in this course there will be one or more small quizzes to test your knowledge of the material. This means there will be a lot of quizzes (probably around 15-20 total), but each quiz is only a small part of your overall grade. There are study questions for each quiz, and your lowest quiz score will be dropped, so don't stress if you aren't a good quiz-taker.

During the semester you will complete a small number of assignments based on course topics. Depending on the format of the assignment, the points will be assigned with the quizzes or with the discussion section, below.

2. Project: 30%
You will complete a website project using the WordPress platform, and give a short presentation or teaching event that relates to your topic. The goal of the project is to provide students with the opportunity to research or examine in depth an Internet-related topic that isn't covered through the modules in the course. There will be much more about the project as we go through the semester.

3. Participation: 10%
Participation is crucial to an online course, so part of your grade is devoted to how engaged you are with the course material and with your classmates. Elements of course participation will include class discussions during office hours, check-in meetings with your professor, project meetings, Slack platform, and other measures as described in the Canvas site for the course.

4. Final Exam: 15%
The final exam is a proctored online exam. More instructions on the exam and on how to use the proctoring software for the exam will be available during the first week of classes.

Deadlines

Most quizzes will be due before 11:59pm on Sunday night. Assignments for the semester project usually will be due on Friday before 11:59pm. There is a printable calendar for the course available with the syllabus in Canvas. Deadlines for all activities will also be added to the Canvas course calendar.

Quizzes will not be accepted late. Assignments turned in late will be assessed a full letter grade deduction for each day they are late. Assignments will not be accepted after two days beyond the due date except via the written permission of the instructor. If you need to miss the due date for any assignment, communicate your concern as far in advance as possible. If you have a genuine emergency and advance notice is not possible, written documentation will be required.

NOTE: Assignment deadlines in Canvas are usually set for 11:59 p.m. If you submit after the deadline, your assignment is late. Your inability to upload at the last minute is not a valid excuse for lateness.

Read the assignment instructions; many assignments will require you to post something online or write something in your project group's pages on Canvas. Assignments will not be accepted by email unless requested by the instructor.

Slack Platform Discussions

The Slack platform is a place for students to post any relevant new topics regarding the course material and reply to topics as you like. Make sure to enable notifications on your Slack app to get important updates from your professor and other students. Please don't use this (or any other mediums) to discuss quiz/exam questions amongst other students.

Extra credit
There will be a small number of extra credit opportunities available in the course. These will be communicated via course announcements. Other than these options, students should not expect or request extra credit.

Grading

Grading will be based on the collection of course elements described above. More details about each graded element listed above are described in more detail in pages on the course site.

Grades will be awarded based on the following scale.

Name:	Range:	
A	100 %	to 94.0%
A-	< 94.0 %	to 90.0%
B+	< 90.0 %	to 87.0%
B	< 87.0 %	to 84.0%
B-	< 84.0 %	to 80.0%
C+	< 80.0 %	to 77.0%
C	< 77.0 %	to 74.0%
C-	< 74.0 %	to 70.0%
D+	< 70.0 %	to 67.0%
D	< 67.0 %	to 64.0%
D-	< 64.0 %	to 61.0%
F	< 61.0 %	to 0.0%

Information on current University of Florida grading policies can be found at:
http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:
https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

All grades are final unless questions about grades are addressed in writing within one week. For more information on how grades are calculated, there is a useful page on grades and grading in the University of Florida Undergrad Catalog.

Course Evaluation

Students are expected to provide professionalism and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professionalism and respectful manner is available at https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their

Canvas course menu under GatorEvals, or via https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/.

UF and Course Policies

Your future employers will expect professional behavior in your conduct and your work; your instructors and the University of Florida expect the same from you as students in this course. This section deals with the guidelines and requirements for these expectations.

University policy on accommodating students with disabilities

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center by visiting https://disability.ufl.edu/students/get-started/. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive; therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Students in distress
If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit https://umatter.ufl.edu/ to refer or report a concern and a team member will reach out to the student in distress.

Professionalism
Students are expected to maintain the appropriate level of professionalism, cooperation, and language in all aspects of this course including, but not limited to, discussions, written assignments, presentations, and interactions with the instructor and colleagues.

Academic honesty
You should be familiar with the rules described in the University of Florida student honor code. https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/

Academic honesty and integrity are fundamental values of the University community, and any example of academic dishonesty will be dealt with seriously. It will be reported to the student's department chair and to the university's Dean of Students—and it will result in a failing grade for

the assignment, or, depending on the severity, for this course. A formal report of the offense will be filed with the university's Dean of Students.

If you are aware of academic dishonesty, please notify the instructor or contact the Student Honor Court (392-1631) or Cheating Hotline (392- 6999).

Given the above, academic dishonesty includes, but is not limited to:
 - Submitting work done by another person for a class assignment.
 - Collaborating with other students to complete quizzes or collect quiz answers.
 - Submitting work you did for another course.
 - Not giving credit for any idea, media resource, text or code that you use for a class assignment or the project.

Please note that the rules on plagiarism apply to online sources, images, and all online content. Stealing another person's content is painfully easy on the web, but when it comes to turning in work for this class, I expect you to credit anything you get from somebody else, whether that is images, code for projects, or ideas for written work. If you have any questions, it's always best to check with your instructor first.

Resources for understanding academic integrity
The University of Florida maintains several resources at the Dean of Students Office website to allow you to understand the requirements for what is expected of you as a student.

One of those resources is an excellent Academic Integrity module to help you understand situations that would be in violation of the Student Honor Code. Your professor highly recommends that you take the time to complete this module.

Another good resource is the presentation on "Avoiding Plagiarism". It discusses the rules and guidelines around plagiarism and how to cite. Your instructors recommend that you take half an hour at the beginning of the semester to watch the video.

Success in this course
Online classes are different and in some ways they are more difficult. On the class site, you will find several pages devoted to helping you succeed in this class. The course assistants at UFOnline recommend the following page, and it is excellent. You should read all of it:
https://www.learnhowtobecome.org/career-resource-center/student-success-online-college/

During the semester, you will also be introduced to several tools designed to make completing your work easier and more effective. Use them.

Finally, the most important single thing you can do to succeed in the course is to communicate clearly and often when you have questions. Don't be afraid to ask if you need direction or clarity.