JOU 4930: AI, SOCIAL MEDIA AND DEMOCRACY

SECTION: 29890
SPRING 2023 (1/09/23 - 4/26/23)
WEIMER 3024; R 9:35AM - 12:35PM

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COURSE DESCRIPTION

When AI penetrates journalism and social media, what can AI do for democracy? Are AI and social media culprit for fake news, mis-/disinformation, filter bubbles or echo chambers? How can we make AI more inclusive, equitable, ethical, credible, and socially responsible? The AI, Social Media and Democracy course blends theory, research, and practice with a particular focus on AI and social media for the nonprofit sector in an interdisciplinary context. Specifically, the course sheds light on how AI and social media may benefit underserved groups, community organizations, and citizens alike in the civil society context. Toward that end, students will lead a community service-learning project in partnership with nonprofit news organizations in local communities to develop most effective and efficient communication strategies for community networking and civic engagement through AI-enabled technologies and various social media platforms.

PURPOSE OF THE COURSE: LEARNING OUTCOMES

As a result of participating in this course, students will learn to:
- *Comprehend* various theoretical perspectives and methodological approaches at multiple levels regarding AI, social media, and democracy.
- *Criticize* current issues and problems that occur in democratic communications in the context of the roles of AI and social media.
- *Connect* various theoretical and methodological approaches to current issues and problems in democratic communications especially for AI and social media communications.
- *Conduct* critical analyses regarding democratic communications especially AI and social media communications.
- *Convey* creative thinking and knowledge to community and civic life that can nurture the nonprofit and voluntary sector in general and nonprofit news organizations in particular at the local, national, and global levels.

COURSE READINGS

- Course materials, including required readings and lecture notes, are available on the Canvas Website (https://elearning.ufl.edu).

- Additional course materials regarding the community service-learning project will be provided during the course on Canvas.

COURSE REQUIREMENTS & ASSIGNMENTS

Students will spend about 10-12 hours for course readings and assignments. Note that students will write up and turn in a two-page response paper on the readings throughout the term (a total of seven times).

Attendance

- All students are expected to attend every class throughout the entire semester.
- Only absences with reasonable excuses are allowed.
- If you miss a class without a reasonable excuse, you will not be eligible to receive an A no matter how well you perform on other assignments and activities (e.g., A- if one absence, and B+ if two absences).

Response Papers

- You will upload your two-page discussion paper on Canvas, which is typed in WORD based on the required readings where you should include two discussion questions with detailed description in two or three paragraphs per each question.
- Each discussion paper is worth 30 points (30pts X 7 times = 210pts).
- [Format] Single-spaced paper on one-inch margins with 12-point Times New Roman font. Detailed guidelines will be offered.

Online Discussion

- Based on the response papers, all students are expected to participate in online discussions on Canvas (20pts X 7 times = 140pts). In doing so, students will post at least one discussion question with brief description (10pts) and respond to at least one post by others (10pts).

The Nonprofit Engagement Project (NEP)

Learning Objectives:
- To gain knowledge regarding the nonprofit organizations, including nonprofit news organizations, as voluntary-based and charitable organizations in terms of their social, political, and economic status in a democratic society.
- To understand the importance of the nonprofit organizations in local communities through their history, missions, and activities in a democratic society.
- To learn communication ways that the nonprofit organizations have developed through social media, along with information and communication technologies (ICTs) such as AI-enabled technologies, in a democratic society.

Group Activities:
- At the beginning of the course, students will organize into project groups for which students work together as a group.
- Then, each group with the instructor will choose a nonprofit organization in Alachua County and its adjacent communities, Florida.
- By definition, a charitable nonprofit organization is a 501(c)(3) tax-exempt organization that is registered with the Internal Revenue Service (IRS).
- For the community service-learning project or the Nonprofit Engagement Project (NEP), students will conduct a group project with nonprofit organizations, including nonprofit news media organizations, to develop methods of effective and efficient communication strategies through social media such as blogs, Wikis, social networking sites (e.g., Facebook), YouTube, microblogging sites (e.g., Twitter) etc, as well as AI-enabled technologies (e.g., Chatbots).
- Each group desirably in partnership with each nonprofit organization will present its group project during the week of the final group project presentation.
- More detailed information and materials regarding the Nonprofit Engagement Project (NEP) will be provided by the instructor during the course.

List of Nonprofits in Gainesville/Alachua County
- https://members.gainesvillechamber.com/list/category/non-profit-organizations-32
- https://greatnonprofits.org/city/gainesville/FL
- https://www.nonprofitlist.org/FL/Gainesville.html
- https://www.taxexemptworld.com/organizations/gainesville-fl-florida.asp
- https://findyournews.org/campaign/inn-network-directory/

Proposal Presentation:
- Each group will present a short project proposal during the Week 7.
- More detailed information will be offered by the instructor during the course.

Final Presentation:
- Each group will present its group project on the week of the final group project presentation during the Week 15.
- More detailed and specific information regarding the group project presentation will be provided.

Final Report:
- Each group will write a 20-page final report, including tables, figures, photos etc. The cover page, table of contents, and references are not included in the page limit.
- A specific format will be provided.
- The final report is DUE on Canvas by **12:35PM, 4/27 (Thursday).**
- The final reports will be sent to the nonprofit organizations if necessary.

Peer Evaluation:
- Group project will be evaluated by the instructor as well as peer students.
- Peer evaluation sheets will be provided during the final presentation week.

Online Resources: Nonprofits, AI, and Social Media

- GuideStar: https://www.guidestar.org
- National Center for Charitable Statistics: https://nccs.urban.org
- IRS Tax Information for Charities & Other Non-Profits: https://www.irs.gov/charities-non-profits
- Nonprofit Marketing Guide https://www.nonprofitmarketingguide.com/resources/
- Campbell & Company: https://www.campbellcompany.com/news/topic/communications-strategies
- How the IRS classifies nonprofit organizations: https://www.thebalancesmb.com/how-the-irs-classifies-nonprofit-organizations-2501798
- What is a 501c3?: https://www.501c3.org/what-is-a-501c3/
- The Complete Guide to Registering a 501c3 Nonprofit: https://donorbox.org/nonprofit-blog/how-to-start-a-501c3/
- 501(c) organization: https://en.wikipedia.org/wiki/501(c)_organization
- Social Media Posting Guidelines for Nonprofit Organizations: https://topnonprofits.com/social-media-posting-guidelines/
- 20 Nonprofit Marketing Campaign Case Studies: https://nonprofitmegaphone.com/nonprofit-marketing-campaign/
- Social Media for Nonprofits 101: Creating an Editorial Calendar: https://www.salsalabs.com/blog/nonprofit-social-media-editorial-calendar
- Social Media Effectiveness for Public Engagement: An Example of Small Nonprofits: https://nonprofitquarterly.org/2018/01/26/social-media-effectiveness-for-public-engagement-an-example-of-small-nonprofits/
- Algorithms: Put the Social Back in Nonprofit Social Media: http://www.thenonprofittimes.com/news-articles/algorithms-put-social-back-nonprofit-social-media/
- Nonprofit Social Media: Where do Your Peer Hang Out? https://nealschaffer.com/nonprofit-social-media-donors/
- The Center for Nonprofit Resources https://c4npr.org/
- Nonprofit Tech for Good https://www.nten.org/
- The Center for Nonprofit Resources https://www.nptechforgood.com/
- Tech Impact https://techimpact.org/
- The Ultimate List Of Charitable Giving Statistics For 2022 https://nonprofitssource.com/online-giving-statistics/
- AI for Good https://ai4good.org/
- Artificial Intelligence for Nonprofits: Complete Explainer https://dataro.io/2021/03/09/artificial-intelligence-for-nonprofits/

Midterm Take-Home Exam

- Students will take a midterm take-home exam during the semester.
- The midterm exam deals with concepts and essays based on the course materials covered, lectures, and class discussions online and offline.
- The midterm exam covers the first half of the course.
- A review session will be given prior to the exam.

GRADING SYSTEM

Grade will be assigned as follows:

Attendance & Participation	**10% (100 pts)**	
Response Papers	**21% (210 pts)**	
Readings & Response Papers (30pts X 7 times)	21%	210 pts
Online Discussions	**14% (140 pts)**	
Post Discussions (10pts X 7 times)	7%	70 pts
Respond to Discussions (10pts X 7 times)	7%	70 pts
The Nonprofit Engagement Project (NEP)	**40% (400 pts)**	
Proposal Presentation	5%	50 pts
Final Presentation	10%	100 pts
Final Report	20%	200 pts
Peer Evaluation	5%	50 pts
Mid-term Exam	**20% (200 pts)**	
TOTAL	**100% (1000 pts)**	

Final course grades will be assigned as follows:

- A   (100 – 93%), A- (92 – 90%).   : Excellent
- B+ (89 – 87%),   B (86 – 83%), B- (82 – 80%): Good
- C+ (79 – 77%),   C (76 – 73%), C- (72 – 70%): Average
- D+ (69 – 67%),   D (66 – 63%), D- (62 – 60%): Poor

NOTE:
- A indicates excellence in every assignment and activity.
- Scores are rounded to the nearest point: for instance, 89.4 down to 89 (B+); 89.5 up to 90 (A-).
- More information on UF grading policy may be found at: https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/

COURSE POLICIES

Attendance & Participation

- Given "Attendance and Participation" is 10% or 100 pts of the entire grading, it is expected all students attend every class throughout the entire semester.
- Attendance itself is not sufficient which means students are expected to actively participate in class and group discussions in classroom.

Excused Absences

- Excused absences include serious illness, illness or death of family member, university-related trips, major religious holidays, and other circumstances the instructor finds to be "reasonable cause of nonattendance."

Make-up Opportunities

- For all class assignments, make-up opportunities will be given. Missing assignments should be completed within a week from the initial deadlines.
- However, without reasonable excuses, scores will be reduced 10% of the total points of each assignment per week accordingly.

Verification of Absences

- If your absences are excusable, you have to provide evidence before or after absences or within one week after the absences.

Online Discussion

- After uploading response papers on Canvas, all students are expected to participate in online discussions on Canvas as well. In doing so, students will post at least one discussion question with brief description and then respond to at least one post by others.

Academic Integrity, Cheating, and Plagiarism

- Academic integrity is required for this course (https://teach.ufl.edu/resource-library/academic-integrity-at-uf/)
- You are required to abide by the Student Honor Code. Any violation of the academic integrity expected of you will result in a minimum academic sanction of "failing grade on the assignment or assessment." Any alleged violations of the Student Honor Code will result in a referral to Student Conduct and Conflict Resolution. Please review the Student Honor Code and Student Conduct Code at sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code.

- Plagiarism, including self-plagiarism, and any kind of cheating will not be accepted or tolerated. For more information regarding plagiarism at https://regulations.ufl.edu/wp-content/uploads/2018/06/4.040-1.pdf

Classroom Behavior, Decorum, and Civility

- Students are required to share opinions and thoughts in a respectful manner.
- Language that belittles or degrades because of gender, race/ethnicity, political affiliation, religiosity, etc is not respectful.

Students with Disabilities

- Please contact the Disability Resource Center at https://disability.ufl.edu/get-started/ and consult with me if you have a documented disability and need accommodations.

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Diversity, Equity, and Inclusivity

- The University of Florida's College of Journalism and Communications embraces a commitment toward an intellectual community enriched and enhanced by diversity along a number of dimensions, including race, ethnicity and national origins, gender and gender identity, sexuality, class and religion. We expect each of our courses to help foster an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- I am committed to creating an inclusive environment in which all students are respected and valued. I will not tolerate disrespectful language or behavior on the basis of age, ability, color/ethnicity/race, gender identity/expression, marital/parental status, military/veteran's status, national origin, political affiliation, religious/spiritual beliefs, sex, sexual orientation, socioeconomic status or other visible or non-visible differences.
  1. Discuss the situation privately with me. I am always open to listening to students' experiences and want to work with students to find acceptable ways to process and address the issue.
  2. Discuss the situation with the class. Chances are there is at least one other student in the class who had a similar response to the material. Discussion enhances the ability for all class participants to have a fuller understanding of context and impact of course material and class discussions.
  3. Notify me of the issue through another source such as your academic adviser, a trusted faculty member or a peer. If for any reason you do not feel comfortable discussing the issue directly with me, I encourage you to seek out another, more comfortable avenue to address the issue.

4. If you prefer to speak with someone outside of the course, Joanna Hernandez, CJC director of inclusion and diversity, is an excellent resource. You can email her at jhernandez@jou.ufl.edu.

Course Evaluation

-   Students are expected to provide professional 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 professional 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 ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results.

CAMPUS RESOURCES

Health & Wellness

-   U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit the website at https://umatter.ufl.edu.
-   Counseling and Wellness Center: 352-392-1575 or visit the website at https://counseling.ufl.edu.
-   Student Health Care Center: 352-392-1161 or visit the website at https://shcc.ufl.edu.
-   University Police Department: 352-392-1111 (or 911 for emergencies) or visit the site at https://police.ufl.edu.
-   UF Health Shands Emergency Room/Trauma Center: 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville. Visit the website at https://ufhealth.org/uf-health-shands-emergency-room-trauma-center.

Academic Resources

-   E-learning Technical Support: 352-392-4357 (24/7) or helpdesk@ufl.edu. Website: https://helpdesk.ufl.edu
-   Career Connections Center: 352-392-1601. Visit the website. https://career.ufl.edu.
-   Library Support: https://uflib.ufl.edu/
-   Teaching Center: 352-392-2010 or to make an appointment 352- 392-6420. Visit the website https://academicresources.clas.ufl.edu.
-   On-Campus Student Complaints: Refer to the Student Honor Code and Student Conduct Code or the Orange Book at https://sccr.dso.ufl.edu/policies/student-honor-%20code-student-conduct-code.

COURSE TOPICS & CALENDAR

WEEK 1: Course Overview & Introduction: AI, Social Media, & Democracy (1/12)

    1-1. Introduction: AI, Social Media, and Democracy I
    2-2. Introduction: AI, Social Media, and Democracy II

[Suggested Readings]
- Andrea Guzman (2018). Human-machine Communication: Rethinking Communication, Technology, and Ourselves. Peter Lang Verlag.
- David Gunkel (2020). An Introduction to Communication and Artificial Intelligence. Polity.
- Seungahn Nah et al. (2020). Communicating Artificial Intelligence (AI): Theory, Research, and Practice. Routledge.
- Regina Luttrell & Adrienne A. Wallace (2020). Social Media and Society: An Introduction to the Mass Media Landscape. Rowman & Littlefield Publishers.
- Chao Guo & Greg Saxton (2020). The Quest for Attention: Nonprofit Advocacy in a Social Media Age. Stanford University Press.
- Francesco Marconi (2020). Newsmakers: Artificial Intelligence and the Future of Journalism. Columbia University Press.
- Christian Fuchs (2021). Social Media: A Critical Introduction. London: Sage.
- Pieter Verdegem (2021), AI for Everyone? Critical Perspectives, London, UK: University of Westminster Press.
- Simon Moore & Roland Hübscher (2021). Strategic Communication and AI Public Relations with Intelligent User Interfaces, Routledge.
- Elena Esposito (2022). Artificial Communication: How Algorithms Produce Social Intelligence. MIT Press.
- James Katz et al. (2022). Perceiving the Future Through New Communication Technologies: Robots, AI and Everyday Life. Palgrave Macmillan.
- Jérôme Duberry (2022). Artificial Intelligence and Democracy: Risks and Promises of AI-Mediated Citizen–Government Relations. Edward Elgar Publishing.
- Beth Kanter & Allison H. Fine (2022). The Smart Nonprofit Staying Human-Centered in An Automated World. Wiley.

NOTE: No Response Papers and No Online Discussions

WEEK 2: AI, Social Media and The Nonprofit/Voluntary Sector (1/19)

    2-1. AI & Social Media: History, Definition, and Issues
    2-2. AI, Social Media, and the Nonprofit/Voluntary Sector

[#1. Required Readings & Response Paper on Canvas by 9PM, 1/18]
- Human-Centered Artificial Intelligence, Stanford University (2022). Artificial Intelligence Report 2022.

- Pew Research Center (2021). Experts Doubt Ethical AI Design Will be Broadly Adopted as the Norm Within the Next Decade.
- Pew Research Center (2022). AI and Human Enhancement: Americans' Openness Is Tempered by a Range of Concerns.
- PwrdBy (2020). The State of Artificial Intelligence in the Nonprofit Sector.

[Suggested Readings]
- https://sitn.hms.harvard.edu/flash/2017/history-artificial-intelligence/
- https://www.ai.nl/artificial-intelligence/timeline-of-ai-a-brief-history-of-artificial-intelligence-its-highlights/
- https://verloop.io/blog/the-timeline-of-artificial-intelligence-from-the-1940s/
- https://en.wikipedia.org/wiki/Timeline_of_artificial_intelligence
- https://levity.ai/blog/highly-sensitive-data
- https://www.startus-insights.com/innovators-guide/nonprofit-technology-trends/#ai
- https://www.youtube.com/watch?v=PtFXv2D3oD8
- https://en.wikipedia.org/wiki/Artificial_intelligence
- https://www.forbes.com/sites/forbestechcouncil/2022/10/11/top-nine-ethical-issues-in-artificial-intelligence/?sh=b98bf455bc8f
- https://lodestar.asu.edu/blog/2022/06/why-nonprofits-should-deploy-artificial-intelligence-achieve-fundraising-success
- https://techcrunch.com/2021/12/17/nonprofits-have-the-answers-to-improve-social-media-big-tech-has-the-resources-to-make-it-happen/
- https://techcrunch.com/2021/12/17/nonprofits-have-the-answers-to-improve-social-media-big-tech-has-the-resources-to-make-it-happen/
- https://www.unite.ai/10-best-ai-tools-for-social-media/

[#1. ONLINE DISCUSSIONS] Post online discussions and Respond to online discussions by 9PM, 1/18.

WEEK 3: The Nonprofit Engagement Project (NEP) I (1/26)

3-1. The Nonprofit Engagement Project (NEP): Overview & Guidelines I
3-2. The Nonprofit Engagement Project (NEP): Overview & Guidelines II

[#2. Required Readings & Response Paper by 9PM, 1/25]
- 2022 Nonprofit Communications Trend Report. Nonprofit Marketing Guide
- How the IRS classifies nonprofit organizations: https://www.thebalancesmb.com/how-the-irs-classifies-nonprofit-organizations-2501798
- What is a 501c3?: https://www.501c3.org/what-is-a-501c3/
- https://dataro.io/2021/03/09/artificial-intelligence-for-nonprofits/#:~:text=Nonprofits%20use%20artificial%20intelligence%20and,patterns%20in%20your%20donation%20data.

- https://www.forbes.com/sites/forbesnonprofitcouncil/2021/01/22/what-nonprofits-stand-to-gain-from-artificial-intelligence/?sh=6b366e0d4834
- https://ai4good.org/
- https://lodestar.asu.edu/blog/2022/06/why-nonprofits-should-deploy-artificial-intelligence-achieve-fundraising-success

[#2. ONLINE DISCUSSIONS] Post online discussions and Respond to online discussions by 9PM, 1/25.

WEEK 4: The Nonprofit Engagement Project (NEP) II (2/2)

4-1. The Nonprofit Engagement Project (NEP): Nonprofit News Organizations
4-2. The Nonprofit Engagement Project (NEP): Project Groups

[#3. Required Readings & Response Paper by 9PM, 2/1]
- Nonprofit news guide
- https://share.america.gov/nonprofit-journalism-is-booming-in-us-heres-why/
- https://www.niemanlab.org/collection/predictions-2022/
- https://www.rcfp.org/resources/introduction/
- https://donorbox.org/nonprofit-blog/nonprofit-journalism-funding
- https://www.jitasagroup.com/jitasa_nonprofit_blog/nonprofit-journalism/
- https://en.wikipedia.org/wiki/Non-profit_journalism#:~:text=In%20the%20United%20States%2C%20two,and%20economic%20urban%20policy%20issues.

WEEK 5: AI, Social Media and The Public Sphere (2/9)

5-1. AI, Social Media and The Public Sphere: Algorithmic Public Sphere
5-2. AI, Social Media and The Public Sphere: The Nonprofit Sector

[#4. Required Readings & Response Paper by 9PM, 2/8]
- Stewart, E. & Hartmann, D. (2020). The New Structural Transformation of the Public Sphere. *Sociological Theory, 38*(2), 170-191.
- Fuchs, C., (2021) "The Digital Commons and the Digital Public Sphere: How to Advance Digital Democracy Today", *Westminster Papers in Communication and Culture* 16(1), p.9-26. https://www.westminsterpapers.org/article/id/917/
- Pfeffer, Matthias (2022). The Power of Algorithms and the Structural Transformation of the Digital Public. In: Sven Quadflieg/Klaus Neuburg/Simon Nestler (Eds.), *(Dis)Obedience in Digital Societies* (294-317). Bielefeld: transcript Verlag. https://doi.org/10.14361/9783839457634-012
- Kaluža, Jernej (2022). Habitual Generation of Filter Bubbles: Why is Algorithmic Personalisation Problematic for the Democratic Public Sphere?, Javnost - The Public, *29(3)*, 267-283. DOI: 10.1080/13183222.2021.2003052

[#4. ONLINE DISCUSSIONS] Post online discussions and Respond to online discussions by 9PM, 2/8.

WEEK 6: AI, Social Media and The Digital Divide (2/16)

      6-1. AI, Social Media and The Digital Divide
      6-2. AI, Social Media and The Digital Divide: The Nonprofit Sector

[#5. Required Readings & Response Paper by 9PM, 2/15]
- 2020 Data Empowerment. NTEN.
- Nonprofits and Artificial Intelligence: A Guide (2020). NTEN.
- Lutz, C. (2019). Digital inequalities in the age of artificial intelligence and big data. *Hum Behav & Emerg Tech*, 1: 141– 148. doi.org/10.1002/hbe2.140
- Carter, L., Liu, D., & Cantrell, C. (2020). Exploring the Intersection of the Digital Divide and Artificial Intelligence: A Hermeneutic Literature Review. *AIS Transactions on Human-Computer Interaction, 12*(4), 253-275. https://doi.org/10.17705/1thci.00138

[#5. ONLINE DISCUSSIONS] Post online discussions and Respond to online discussions by 9PM, 2/15.

WEEK 7: The Nonprofit Engagement Project (NEP): Proposal Presentation (2/23)

      7-1. The Nonprofit Engagement Project (NEP): Proposal Presentation I
      7-2. The Nonprofit Engagement Project (NEP): Proposal Presentation II

NOTE: No Response Papers and Online Discussions
      Midterm Take-Home Exam Review on 4/20

WEEK 8: Midterm Take-Home Exam on Canvas in Classroom (3/2)

WEEK 9: Guest Speaker (3/9)

WEEK 8: Spring Break: No Class (3/16)

WEEK 11: AI, Social Media and Social Capital/Civic Engagement (3/23)

      7-1. AI, Social Media and Social Capital/Civic Engagement
      7-2. AI, Social Media and Social Capital/Civic Engagement: The Nonprofit Sector

[#6. Required Readings & Response Paper by 9PM, 3/23]
- Cox, J. et al. (2019). Getting connected: An empirical investigation of the relationship between social capital and philanthropy among online volunteers. *Nonprofit and Voluntary Sector Quarterly, 48*(2S), 151S-173S.

- Saxton, G. D. & Guo, C. (2020). Social media capital: Conceptualizing the nature, acquisition, and expenditure of social media-based organizational resources. *International Journal of Accounting Information Systems, 36*, 1-15.
- Brandusescu, A., & Reia, J. (Eds.). (2022). Artificial intelligence in the city: Building civic engagement and public trust. (pp.1-38). Centre for Interdisciplinary Research on Montreal, McGill University.

[#6. ONLINE DISCUSSIONS] Post online discussions and Respond to online discussions by 9PM, 3/23.

WEEK 12: AI, Social Media and Nonprofit Journalism (3/30)

8-1. AI, Social Media and Nonprofit Journalism
8-2. AI, Social Media and Nonprofit Journalism: The Nonprofit Sector

[#7. Required Readings & Response Paper by 9PM, 3/29]
- Konieczna, M. & Powers, E. (2017). What can nonprofit journalists actually do for democracy? *Journalism Studies, 18*(12), 1542-1558.
- Ferrucci, P. & Alaimo, K. (2019). Escaping the news desert: Nonprofit news and open-system journalism organizations, *Journalism, 21*(4), 489–506.
- Buozis, M. & Konieczna, M. (2021). Conservative news nonprofits: Claiming legitimacy without Transparency. *Journalism*. Published Online First.
- Sparviero, S. (2020). Hybrids before nonprofits: Key challenges, institutional logics, and normative rules of behavior of news media dedicated to social welfare. *Journalism and Mass Communication Quarterly, 97*(3), 790-810.

[#7. ONLINE DISCUSSIONS] Post online discussions and Respond to online discussions by 9PM, 3/29.

WEEK 13: The Nonprofit Engagement Project (NEP) Workday I (4/6)

WEEK 14: The Nonprofit Engagement Project (NEP) Workday II (4/13)

WEEK 15 The Nonprofit Engagement Project (NEP) Final Presentation (4/20)

WEEK 16 Reading Days (4/27-4/28): No Class (4/27)

NOTE: NEP Final Report Due on Canvas by 12:35PM, 4/27

COURSE OUTLINE

WEEK	THURSDAY 1 (9:35 – 11:00)	THURSDAY 2 (11:10 – 12:35)	NOTE
1	**1/12** **Course Overview & Introduction (I)** Introduction: AI, Social Media and Democracy	**Course Overview & Introduction (II)** Introduction: AI, Social Media and Democracy	**Happy SPRING SEMESTER!**
2	**1/19** AI & Social Media: History, Definition, and Issues	AI, Social Media and the Nonprofit Sector	
3	**1/26** The Nonprofit Engagement Project (NEP): Overview & Guidelines (I)	The Nonprofit Engagement Project (NEP): Overview & Guidelines (II)	
4	**2/2** **The Nonprofit Engagement Project (NEP): Nonprofit News Organizations**	**The Nonprofit Engagement Project (NEP): Project Groups**	
5	**2/9** AI, Social Media and the Public Sphere: Algorithmic Public Sphere	AI, Social Media and the Public Sphere: The Nonprofit Sector	
6	**2/16** AI, Social Media and the Digital Divide	AI, Social Media and the Digital Divide: The Nonprofit Sector	
7	**2/23** **The Nonprofit Engagement Project (NEP): Project Proposal Presentation I**	**The Nonprofit Engagement Project (NEP): Project Proposal Presentation II**	*** Mid-Term Exam Review on 2/23**
8	**3/2** **Midterm Exam on Canvas** General Questions	**Midterm Exam on Canvas** Specific Nonprofit News Org Question	*** Midterm Exam in Class on 3/2**
9	**3/9** Guest Speaker (Lecture) via Zoom	Guest Speaker (Discussion) via Zoom	
10	**3/16 (NO CLASS)**		*** Spring Break (3/11-18)**
11	**3/23** AI, Social Media and Social Capital/Civic Engagement	AI, Social Media and Social Capital/Civic Engagement: The Nonprofit Sector	
12	**3/30** AI, Social Media and Nonprofit Journalism	AI, Social Media and Nonprofit Journalism: The Nonprofit Sector	
13	**4/6** **The Nonprofit Engagement Project (NEP): Workday I**		
14	**4/13** **The Nonprofit Engagement Project (NEP): Workday II**		*** Course Evaluation Period (4/15- 4/28)**
15	**4/20** **The Nonprofit Engagement Project (NEP): Final Presentation I**	**The Nonprofit Engagement Project (NEP): Final Presentation II**	
16	**4/27 (NO CLASS)** **Reading Days (4/27-4/28)**		***4/26 Class Ends** **** NEP Final Report Due by 12:35PM, 4/27**
17	**5/4 (NO FINAL EXAM)**		**Final Exam 4/29 – 5/5**