



# MMC 3630

## Social Media & Society

Day: Mon, Wed, Fri

Time: 10:40am - 11:30am

Location: Weimer G030

SPRING 2018

SECTION: 02D5

## Course Description

The purpose of this class will be to explore and discuss the ups and downs of social media's impact on society. The key question this class will address is this: Ultimately, is increased use of social media making society better? Or is it making it worse? But here's the trick. This is a question without a decisive answer. By the end of this course, you will be asked to take your own stab at an answer, backing it up with support from authors we read, as well as other readings and videos from the class.

### The objectives of the course are as follows:

Discuss the societal implications of the growth of social media, in areas such as:

- Journalism
- Public Relations
- Advertising & Marketing
- Algorithms, Big Data, & Privacy
- Metrics & Analytics
- Information Literacy
- Big Business
- Politics & Democracy
- Sports & Entertainment
- Social Change

## Phillip Arceneaux, M.S.

Phillip is a doctoral student in the College of Journalism & Communications with interests in public and digital diplomacy. He received his bachelor's at LSU and his master's at the University of Louisiana-



Lafayette. Phillip's work experience spans social media operations in collegiate academics, athletics, and student affairs at schools such as the University of Oregon and the U.S. Naval Academy.

**TWITTER:** [@phil\\_arceneaux](#)

**Instagram:** [@phil\\_arceneaux](#)

**EMAIL:** [parcen1588@ufl.edu](mailto:parcen1588@ufl.edu)

**OFFICE:** Weimer Hall, G042

**Phone:** 352-846-1107

**OFFICE HOURS:** Mon & Thurs,  
12:30 - 2:30 or by appointment

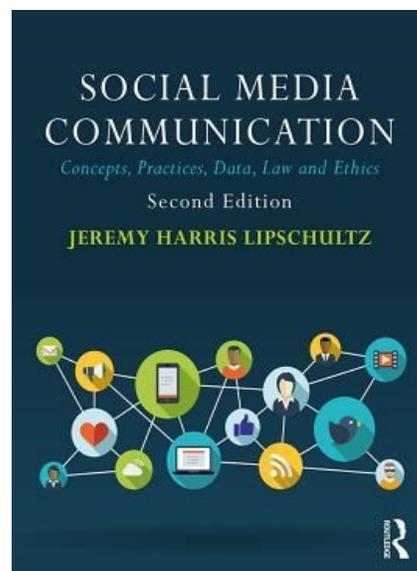
## Recommended Course Textbook:

**Title:** Social Media Communication: Concepts, Practices, Data, Law and Ethics (Either Edition)

**Author:** Jeremy Harris Lipschultz

[Routledge](#)    [UF Bookstore](#)    [Amazon](#)

"In this second edition, Jeremy Harris Lipschultz presents a wide-scale, interdisciplinary analysis and guide to social media. Examining platforms such as Facebook, Instagram, Snapchat, LinkedIn, YouTube and Pinterest, this book explores and analyzes journalism, broadcasting, public relations, advertising and marketing. Lipschultz focuses on key concepts, best practices, data analyses, law and ethics—all promoting the critical thinking professionals and students need to use new networking tools effectively and to navigate social and mobile media spaces. Featuring historical markers and contemporary case studies, essays from some of the industry's leading social media innovators and a comprehensive glossary, this practical, multipurpose textbook gives readers the resources they'll need to both evaluate and utilize current and future forms of social media.



## **Absences & Late Policy**

There is no such thing as a "freebie" when it comes to absences or being late. If you miss class and subsequently have missed an in class assignment, you will receive a zero. Please note that most assignments are uploaded online, but some are submitted in class. Both are due by the start of class. **LATE WORK IS NOT ACCEPTED.**

If you have an excused absence, you may make arrangements to turn in your work early. In the case of an emergency, late work may be accepted with documentation of the extenuating circumstance. **RELIGIOUS HOLIDAY CONFLICTS WITH CLASS SHOULD BE SUBMITTED BY THE THIRD WEEK OF CLASS.** Excused absences are as follows: University Sponsored and/or UAA Events with at least 1 week prior notice and documentation; Medical/Emotional/ Family Emergencies with **APPROPRIATE DOCUMENTATION AND COMMUNICATION.** All emergency absence documentation is due within two weeks of your return to class. Make up assignments will not be given until documentation is received.



**RESPECT IS AN ABSOLUTE REQUIREMENT FOR THIS COURSE.** Participation is essential to the learning process and reflects over 10% of the course grades. In order to give everyone the opportunity for maximum participation, a safe respectful environment must exist in the class for all opinions and perspectives. At no time should there be any use of profanity, disrespectful slurs, or aggressive volume used in the discussions. This applies to course guests and students. Surfing the internet, playing games, and blogging are all disrespectful when done during a presentation or lecture. We are all here to learn, and should therefore vow to listen, process, and then respectfully respond to the statements made.

## Course Grading Breakdown

- Participation & Weekly Quizzes: 100 points
- Midterm Exam: 150 points
- Semester Paper: 150 points
- Journal Project: 100 points
- Final Exam: 150 points

### 650 TOTAL POINTS POSSIBLE

\*All assignments are for credit towards a college level course. Submissions should be of college level quality. All homework assignments should be typed. In class assignments and academic plans should be written legibly. Please check grammar, punctuations, and tone prior to submission. **First and last names should be listed on all submissions (no nicknames).** If having extreme difficulties submitting materials in Canvas, please reach out to the instructor for assistance. Beyond submitting the paper in Canvas, students will also submit a hardcopy by the beginning of class in which the assignment is due.

	89 - 87 = B+	79 - 77 = C+	69 - 67 = D+	59 - 0 = F
100 - 93 = A	86 - 83 = B	76 - 73 = C	66 - 63 = D	
92 - 90 = A-	82 - 80 = B-	72 - 70 = C-	62 - 60 = D-	

## Assignment Descriptions

- **Quizzes & Discussions:** Communication is essentially the sharing of information. In mass communication, it is critical to stay up to date on the flow of information. To help force ourselves to stay up to date, the class will have a discussion weekly of which students *must partake in a minimum of 6*, and a mandatory trending news quiz due every Friday. Students will be asked to identify one major news item that trended on social media during that week. Students will then offer a synopsis of the situation and identify how that trending event impacted society. This will account for just 15% of your grade in the course.



- **Midterm Exam:** The Midterm Exam will test all material covered since the very first day of class.



This means that all information regarding the theory, journalism, public relations, advertising, metrics and analysis, privacy and big data, democracy, and social change is fair game. The exam will be worth 150 points, or 1/4 of your grade in the course. The test format will involve multiple choice, matching, and short answer questions.

## Assignment Descriptions, Cont'd

- **Semester Paper:** Communication is a broad field of study that lends easily to multiple applications. The University of Florida College of Journalism and Communications is one of the leading innovators in Public Interest Communication, or the application of communication to bring about some kind of social good. In this semester paper, students will identify one specific thing about that world that should be changed for



the greater good, and then offer a method in which said student can bring about, or start to bring about, positive social change through social media. In all, the paper should range from 5-8 pages in length (double-spaced). This paper will be worth 150 points, or 23% of your grade in the course. Ideally, this paper will allow students to develop appropriate content to submit to the annual Frank Conference hosted here at the University of Florida.

- **Social Media Journal Project:** As communicators, it is our job to objectively see the world before us and share information about that world with those around us. Unfortunately, when it comes to social media usage, it is very hard to for people to maintain objectivity when analyzing their own social media usage. Therefore, every student will keep a journal cataloging their usage of social media for a period of one week. Students will note not only their usage, (in bed, on the bus, in class, etc), but also make attempts to notice social media usage around them (in class, in the library, in the union, etc). On the Friday each student's weekly journal is due, the student will submit the journal along with a 2-3 page reflection paper discussing his/her perspective of attempting to objectively analyze personal social media usage. The journal project will be worth 100 points, or over 15% of your grade in the course.



- **Final Exam:** The Final Exam will test all material covered since the very first day of class, with emphasis on the second half of the semester. This means that all information regarding the theory, journalism, public relations, advertising, metrics and analysis, privacy and big data, democracy, and social change is fair game, but most of the exam will test information on entertainment, sports, business, and ethics, innovation and investment, and information literacy. The exam will be worth 150 points, or 1/4 of your grade in the course. The test format will involved multiple choice, matching, short answer questions, and one long essay question.

- **Extra Credit:** While there will be an opportunity for extra credit in this course, it should first and foremost be noted that extra credit involves extra work for both the student and the course instructor. In order to warrant extra work on the part of the instructor for a student's benefit, extra credit must entail a significant contribution from the student. In essence, to receive extra credit a student must significantly impress the instructor as a courtesy for the additional grading to his or her workload. This means that while extra credit is available to all students in the class, specific assignments will be determined on a student-by-student basis and will require the student to go well above and beyond in regards to performance. As such, extra credit will not be an easy or quick task. Any student interested in extra credit should approach the instructor about an assignment before the last month of class (Deadline of April 1st).



## Tentative Class Agenda for the Semester

<u>Date</u>	<u>Topic</u>	<u>Readings</u>	<u>Assignments</u>
Monday - January 7th	Introduction & Syllabus	<b>Chapter 1</b>	
Wednesday - January 9th	What is Social Media?		
Friday - January 11th	What is Social Media? Cont'd		Trending Quiz #1 Due
Monday - January 14th	Social Media & Theory	<b>Chapter 2</b>	
Wednesday - January 16th			
Friday - January 18th			Trending Quiz #2 Due
Monday - January 21st	<b>University Holiday No Class</b>		
Wednesday - January 23rd	Social Media & Journalism	<b>Chapter 3</b>	
Friday - January 25th			Trending Quiz #3 Due
Monday - January 28th	Social Media & Public Relations	<b>Chapter 4</b>	
Wednesday - January 30th			
Friday - February 1st			Trending Quiz #4 Due
Monday - February 4th	Social Media & Advertising/Marketing	<b>Chapter 5</b>	
Wednesday - February 6th			
Friday - February 8th			Trending Quiz #5 Due
Monday - February 11th	Social Media, Algorithms Privacy, & Big Data	<b>Chapters 8 &amp; 9</b>	
Wednesday - February 13th			
Friday - February 15th			Trending Quiz #6 Due
Monday - February 18th	Social Media Metrics and Analytics	<b>Chapters 6</b>	
Wednesday - February 20th			
Friday - February 22nd			Trending Quiz #7 Due
Monday - February 25th	Social Media & Democracy	<b>Canvas Readings</b>	
Wednesday - February 27th			
Friday - March 1st			<b>Midterm Exam</b>



## Tentative Class Agenda for the Semester, Cont'd

March 4th - March 8th	<b>SPRING BREAK NO CLASS</b>		
Monday - March 11th	Social Media & Social Change	<b>Canvas Readings</b>	
Wednesday - March 13th			
Friday - March 15th			<b>Term Paper Due</b>
Monday - March 18th	Social Media & Entertainment	<b>Canvas Readings</b>	
Wednesday - March 20th			
Friday - March 22nd			<b>Trending Quiz #8 Due</b>
Monday - March 25th	Social Media & Sports	<b>Canvas Readings</b>	
Wednesday - March 27th			
Friday - March 29th			<b>Trending Quiz #9 Due</b>
Monday - April 1st	Social Media & Big Business	<b>Canvas Readings</b>	
Wednesday - April 3rd			
Friday - April 5th			<b>Trending Quiz #10 Due</b>
Monday - April 8th	Social Media & Ethics	<b>Chapter 10</b>	
Wednesday - April 10th			
Friday - April 12th			<b>Trending Quiz #11 Due</b>
Monday - April 15th	Social Media Innovation & Investment	<b>Chapter 7</b>	
Wednesday - April 17th			
Friday - April 19th			<b>Trending Quiz #12 Due</b>
Monday - April 22nd	Social Media & Information Literacy for the Future	<b>Chapter 12</b>	
Wednesday - April 24th			
April 25th - April 26th	<b>Reading Days - No Class</b>		
Wednesday - May 2, 10:00 a.m. - 12:00 p.m.	<b>Final Exam</b>		<b>Final Exam</b>



## Academic Honor Code & Academic Honesty

University of Florida Student Honor Code:

**Preamble:** In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. The quality of a University of Florida education is dependent upon community acceptance and enforcement of the Honor Code.

**Pledge:** On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."



An academic honesty offense is defined as the act of lying, cheating, or stealing academic information so that one gains academic advantage. As a University of Florida student, one is expected to neither commit nor assist another in committing an academic honesty violation. Additionally, it is the student's duty to report observed

academic honesty violations. Violations of the Honor Code and academic dishonesty will not be tolerated. Specifically, instructors will rigorously pursue incidents of plagiarism of any type or incidents of referring to any unauthorized material for any class requirement. Before submitting any work for this class, please read the policies about academic honesty at [www.dso.ufl.edu/sccr](http://www.dso.ufl.edu/sccr), and ask the instructors to clarify any expectations you do not understand.

### The Honor Code:

We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.

**FOR MORE INFORMATION, VISIT:** <https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

## Teacher - Student Agreement



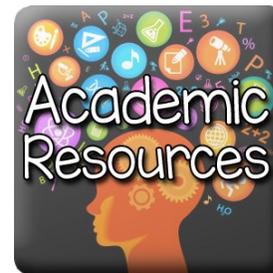
1. Class will be fun. Students will look forward to the class and the assignments.
2. Everything will be useful and have a purpose. I promise not to assign any busy work.
3. Participation is required. You do not have to talk the most, but I expect active listeners and participation.
4. Mature and respectful behavior is expected. This includes **ARRIVING ON TIME**.
5. Electronics are allowed for **CLASS SPECIFIC PURPOSES ONLY**.
6. I am here to help, but I expect you to check the syllabus and Canvas **BEFORE** asking assignments/grade questions.

## ADA Statement

The University of Florida provides high-quality services to students with disabilities, and we encourage you to take advantage of them. Students with disabilities needing academic accommodations should **1)** Register with and provide documentation to Disability Resources (352-392-8565), and **2)** Bring a letter to the instructor from Disability Resources indicating that you need academic accommodations. Please do this as soon as possible, preferably within the first week of class.

## Academic Resources

- [April Hines](#) - CJC Librarian. Twitter: [@ufciclibrarian](#)
- [E-learning Technical Support](#): Use the below information if you require any assistance using or accessing the Canvas e-learning website. Phone: (352) 392-4357 (select option 2)  
Email: [Learningsupport@ufl.edu](mailto:Learningsupport@ufl.edu).
- [Career Resource Center](#): The Career Center helps students pinpoint opportunities in college to better prepare themselves for the post-bachelorette job market. Location: Reitz Union, Phone: (352) 392-1601.
- [Library Support](#): Various ways to receive assistance with respect to using the libraries or finding resources.
- [Writing Studio](#): The Writing Studio helps students with brainstorming, formatting, and writing papers. Location: 302 Tigert Hall. Phone: (352) 846-1138
- [Student Complaints Campus](#): If students wish to lodge a formal complain regarding any part of their college experience at UF make use of the above link.



## Health & Wellness Resources

- [Counseling & Wellness Center](#): The UF Counseling and Wellness Center is a free resource for any student who could use help managing stress or coping with life. The center, at 3190 Radio Road on campus, is open for appointments and emergency walk-ins from 8 a.m. to 5 p.m. Monday through Friday. To make an appointment or receive after-hours assistance, call (352) 392-1575.
- [U Matter, We Care](#): If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or 352 392- 1575 so that a team member can reach out to the student.
- [GatorWell](#): GatorWell Health Promotion Services educates, empowers, and coaches students to make healthy decisions, and provides leadership and advocacy for health-enhancing policy. **Be Well. Do Well. GatorWell.** They are located in the Reitz Union, Suite 1100. Phone: (352) 273-4450.
- [Interpersonal Violence Prevention](#): GatorWell's interpersonal violence outreach works to challenge cultural attitudes and beliefs that contribute to violence, promote healthy consensual relationships and educate students about their role in the prevention of violence.
- [Student Health Care Center](#): The mission of the University of Florida Student Health Care Center (SHCC) is to help every student achieve optimal health in the pursuit of personal and academic success. *All activities and programs of the SHCC operate to assure a nonjudgmental environment and sensitivity to individuals with disabilities and those representing diverse cultural, racial, religious, gender or sexual orientation groups.* They are located on Main Campus in the Infirmary Building, 280 Fletcher Drive, as well as at Shands in the Health Science Center, Dental Towers, 2nd Floor, Room D2-49. Phone: (352) 392-1161.
- [University Police Department](#): Phone, (352) 392-1111 (or 9-1-1 for emergencies).

## Course Evaluation Policy

Students are ***expected to provide feedback*** on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

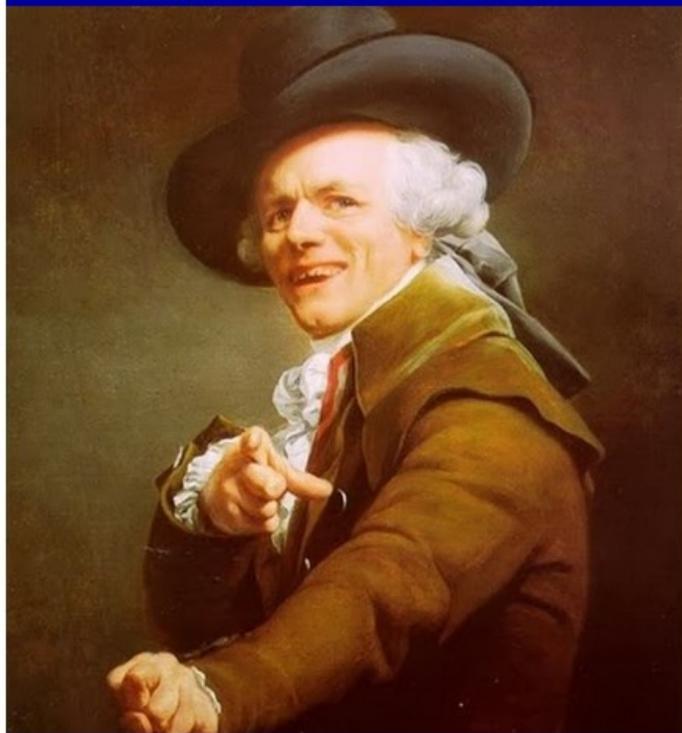
## Memes of Wisdom for this Semester

YOU DON'T WANT TO READ THE SYLLABUS BECAUSE IT'S BORING?



TELL ME MORE ABOUT HOW YOU WILL MAGICALLY MEET EXPECTATIONS WITHOUT KNOWING THEM?

Hard Work is Always



Appreciated and Rewarded



College of Journalism  
and Communications  
UNIVERSITY of FLORIDA