



## MMC 3630 Social Media & Society Fall 2019 – 19948 (27E9)

Instructor: Andrew Selepak, PhD

Office hours: Tuesday and Thursday Period 8

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Class:

Tuesday, Period 9 (4:05 – 4:55)

Thursday, Periods 9 – 10 (4:05 – 6:00)

Weimer G030

Course Website: <http://elearning.ufl.edu/>

### What to expect from MMC 3630

This course is designed to explore the impact of social media in our lives from a personal and professional perspective. Social media is impacting how we engage with family, friends, co-workers, and businesses. It impacts how and which media we consume. It turns casual fans into fanatics. It helps keep us better informed. And it provides us with information on what is going on in politics, sports, business, news, entertainment, and weather. But social media is also dividing us and creating vast echo chambers of ideology used to spread dissent, hatred, and propaganda. In this course, we will look to see how we can take the positive of social media and use them for the social good.

By the end of the semester, students will develop a greater understanding of the prevalence of social media in all aspects of our lives.

### Course Objectives

1. Explain the fundamentals of social media
2. Compare and contrast social media and traditional media
3. Discuss how to use social media to enhance traditional media strategies
4. Understand different types of social media channels
5. Discuss ways companies use social media for marketing and audience engagement
6. Understand site traffic on social media
7. Describe professional social media etiquette
8. Debate ethical decision making for social media
9. Understand how social media has impacted every industry in profound ways
10. Develop and understanding of social media best practices

### Required Texts

Social media is rapidly changing area and the skills students needed just a few years ago are already outdated. For this reason, few textbooks are as up-to-date as needed to cover the skills you will need for a job when you graduate. Therefore, all the material you will need for this course comes in lectures and online readings.

### Course Philosophy and Expectations

Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned should be completed as directed. Full participation in discussions, group projects, and small group activities are required.

My role as instructor is to identify critical issues related to the course, direct students to and teach relevant information, assign appropriate learning activities, create opportunities for assessing student performance and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for students to have confidence that they have mastered the material and for the instructor to determine that students are meeting all course requirements.

At all times, it is expected that students will welcome and respond professionally to assessment feedback, that students will treat fellow students, instructors and assistants with respect, and that students will contribute to the success of the class to the best of their abilities.

### Netiquette

All members of the class are expected to follow rules of common courtesy along with applicable university policies in all online activities, as these are extensions of the course. The University's Netiquette guide can be found at: <http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>

Failure to follow these guidelines will result in disciplinary measures, ranging from grade reduction to course expulsion.

### Course Measurement Breakdown

Students' progress in this course will be evaluated according to the following distribution:

Assessments	
Writing Assignments (4 total)	20%
Google Analytics Course	10%
Participation	15%
Exams (2 total)	20%
Mid-semester proposal	10%
Final Project	25%

Your grades will be posted to Canvas at <http://elearning.ufl.edu/>

### Grading Scale

A (93-100)	B (83-86)	C (73-76)	D (63-66)
A- (90-92)	B- (80-82)	C- (70-72)	D- (60-62)
B+ (87-89)	C+ (77-79)	D+ (67-69)	E (Below 60)

The university policies concerning this grading scale can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

### **Late Work Policy**

Students are expected to complete assignments by the day they are scheduled. The following penalties will be applied to all work that is late for any reason other than those identified by the university policies, which can be found online at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Point Deduction	Duration of Lateness
5 Points	Less than an hour
10 Points	Greater than one (1) hour but less than 24 hours
15 Points	Greater than 24 hour but less than 48 hours
25 Points	Greater than 48 hours but less than one (1) week
Not Accepted	Greater than one (1) week

### **Course work**

This course is comprised of readings, lectures, class assignments, exams, and a final project. Students are expected to attend all lectures and contribute to any class discussions using examples drawn from professional experience, personal experience and course readings. Additionally, students are expected to complete course assignments. Lastly, a final project, due at the end of the semester, will measure students' understanding of the impact of social media.

### **Lectures**

It is the responsibility of the student to attend lecture. The lectures are designed to build off each other as well as correspond with the weekly readings and assignments.

### **Assignments**

There are a total of FOUR Assignments during the 16-week semester. These assignments provide students with theoretical contexts for applying the material learned from the lectures. Specific details about each assignment are provided within the "Assignments Tab" of Canvas. The Assignments are due by 11:59 p.m. EST Thursday of the week assigned. Additionally, students may be required to use programs and websites outside of Canvas to complete the activity.

### **Google Analytics Course**

You must complete a Google Analytics training course. The course will provide instruction using Google Analytics. Upon completion of course, you should share a screenshot of the completed certification with your instructor.

### **Participation**

Each week students will engage in in-class activities putting what they have learned through lectures and readings into practice. This participation may involve group or individual activities or exams. The goal of these activities is to help students better assess their knowledge of social

media. These activities will also be used to gauge attendance as you must be present to participate. 10-points will be deducted from your participation grade for each unexcused absence.

### **Exams**

Twice during the semester, students must complete exams intended to measure the student's ability to retain key concepts from the course material. See the course schedule for dates. Exams must be completed in Canvas.

### **Mid-Semester & Final Project**

The Final Project for this course will require students to create a social media campaign aimed at influencing the public to make a change, or to influence the government or a business/industry to make a change for the social good. In effect, this is a [Public Interest](#) campaign using social media to change behavior.

The project will be divided into TWO parts:

1. A mid-semester paper detailing a proposed social change campaign
2. A final paper detailing the effects of that campaign based on creating a real-world social media campaign

Students will be divided into groups in Week Two by the instructor. By Week Three, students will need to decide on a social change campaign they wish to work on for the rest of the semester as part of their Final Project, and have that topic approved by the instructor.

In the mid-semester paper, students will provide background on the issue they wish to address and how they will use social media to bring about positive change in the real-world through a social media campaign.

Students will then need to implement their social change campaign in the real world using online and social media.

The final paper will discuss the success and failures of that campaign and the effects it had on the real-world. This means students will be creating an original social media campaign with real content that will be shared with an outside audience.

Each group will make a 5-minute presentation to the class outlining their campaign as well as the successes and failures of bringing about social change.

### **Course Policies**

#### **Incompletes**

A course grade of incomplete will be permitted only for serious illness documented by a physician. A timetable for completing the course work must be set before the incomplete is given.

### **Flexibility**

We believe the semester plan outlined in the calendar is realistic. Nonetheless, the instructor reserves the right to adjust the course content, exercises, exams, etc., based on the class's collective ability to maintain pace.

### **Attendance**

Requirements for class attendance, exams, assignments and other work in this course are consistent with university policies unless specifically stated within this syllabus. These university policies can be found in the online catalog at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

### **University Policy on Accommodating Students with Disabilities**

Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. 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 with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

### **University counseling services and mental health services**

Counseling and Wellness resources

<http://www.counseling.ufl.edu/cwc/Default.aspx>

352-392-1575

### **Netiquette: Communication Courtesy**

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. <http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>

### **U Matter, We Care**

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575.

The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength.

In case of emergency, call 9-1-1.

## **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 <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

## **Getting Help**

For issues with technical difficulties for E-learning in Canvas, please contact the UF Help Desk at:

- [Learning-support@ufl.edu](mailto:Learning-support@ufl.edu)
- (352) 392-HELP - select option 2
- <https://lss.at.ufl.edu/help.shtml>

\*\* Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

## **University Policy on Academic Misconduct**

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <https://sccr.dso.ufl.edu/wp-content/uploads/sites/4/2018/08/The-Orange-Book-Web.pdf>

The University of Florida Honor Code reads as follows:

The Honor Pledge: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Student Honor Code.

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.”

## **ACADEMIC HONESTY**

All students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students’ responsibility to ensure that they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

**Plagiarism:** Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others' ideas with accurate citations and must use quotation marks and citations when presenting the words of others.

**Cheating:** Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one's own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student's responsibility to ask for clarification from his instructor.

**Misrepresenting Research Data:** The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason any intentional misrepresentation of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

Students are expected to adhere to the University of Florida Code of Conduct  
<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code>

## Course Calendar

**\*\*\*\*NOTE: schedule subject to change based on availabilities and other factors.**

### Week One – 8/20 & 8/22

First Day: Syllabus overview and course introduction

Lecture: What is Social Media?

Readings:

[The History of Social Media: 29+ Key Moments](#)

[What Is Social Media?](#)

### Week Two – 8/27 & 8/29

Participation: #MustFollows

Lecture: Social Media and Theory

Readings:

[Alphabetic List of Theories](#) (not all communication theories. Go through a few)

Assignment:

Your instructor will split the class into groups for the Final Project

**Week Three – 9/3 & 9/5**

Participation: Social change topic approval – Present your group idea to the class

Lecture: Social Media Best Practices

Readings:

[The Ultimate Social Media Best Practices 2019 \[Infographic\]](#)

Assignment:

Social Media Channel Assignment due by 11:59 PM EST on Thursday, 9/5

**Week Four – 9/10 & 9/12**

Participation: Private Eyes

Lecture: Social Media and Privacy

Readings:

[The Surveillance Threat Is Not What Orwell Imagined](#)  
[On social media, privacy is no longer a personal choice](#)

**Week Five – 9/17 & 9/19**

Participation: Viral Time

Lecture: Social Media Metrics

Readings:

[Why Your Brand Should Use a Social Media Calendar \(+Templates\)](#)  
[Guide to Social Media Analytics](#)

Assignment:

Complete Google Analytics Course by 11:59 PM EST on Thursday, 9/19  
<https://analytics.google.com/analytics/academy/course/6>

**Week Six – 9/24 & 9/26**

Participation: UF CTA

Lecture: Social Media and Social Change

Readings:

[Slashing Slacktivism](#)

[Just 7 Steps To Starting A Movement For Social Change](#)

Final Project:

Submit mid-semester proposal paper by 11:59 PM EST on Thursday, 9/26

### **Week Seven – 10/1 & 10/3**

Participation: **Exam One, 10/1**

Lecture: Social Media and Ethics

Readings:

[Adventures in Ethics and Social Media](#)

[Ethics and Social Media: Fyre Festival Fiasco](#)

Assignment:

Social Media and Ethics Assignment by 11:59 PM EST on Thursday, 10/3

### **Week Eight – 10/8 & 10/10**

Participation: #goals

Lecture: Social Media and Public Relations

Readings:

[Traditional Public Relations Versus Social Media](#)

[How Data-Driven Marketers Are Using Psychographics](#)

### **Week Nine – 10/15 & 10/17**

Participation: Engaged

Lecture: Social Media and Journalism

Readings:

[Chart: How the definition of “journalist” is changing](#)

[Seeing social media for what it is](#)

Assignment:

Social Media and Journalism Assignment by 11:59 PM EST on Thursday, 10/17

**Week Ten – 10/22 & 10/24**

Participation: Voted Most Unique

Lecture: Social Media and Politics

Readings:

[Are Social Media Driving Political Polarization?](#)

[Social Media and its Impacts on Democracy \[Infographic\]](#)

**Week Eleven – 10/29 & 10/31**

Participation: Congrats on the Win

Lecture: Social Media and Sports & Entertainment

Readings:

[Marketing to sports fans: Viewership & demographics \[Infographic\]](#)

[How Celebrity Social Media Affects Your Mental Health and Body Image](#)

**Week Twelve – 11/5 & 11/7**

Participation: Get Local

Lecture: Social Media and Marketing

Readings:

[What is IMC? A Beginner's Guide to Integrated Marketing Communications](#)

[13 Tips To Help Businesses Boost Sales Conversions Through Social Media Marketing](#)

Assignment:

Monitoring Social Media Feedback Assignment by 11:59 PM EST on Thursday, 11/7

**Week Thirteen – 11/12 & 11/14**

Participation: Group Effort

Lecture: Social Media Literacy

Readings:

[How to Establish Your Brand 'Voice' on Social Media](#)

[How we can teach Gen Z a better kind of Media Literacy](#)

**Week Fourteen – 11/19 & 11/21**

Participation: **Exam Two, 11/19**

Lecture: Social Media Predictions

Readings:

[Social media shakeout: Why the future of social media is hazy](#)

**Week Fifteen – 11/26 & 11/28**

**NO CLASS – THANKSGIVING**

**Week Sixteen – 12/3**

Participation: **Final Project Due & Final Project Presentation, 12/3**