

University of Florida
College of Journalism and Communications

Computer-Mediated Communication
Advance Eligible
MMC 6936 Section 6802 – Spring 2022
Tuesday 5:10-8:10
Weimer 1090

Instructor: Kun Xu

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Office location: Weimer 3065

Office Hours: Monday 1:00-2:00 & Tuesday 4:00-5:00 or by appointment

COURSE DESCRIPTION

Since the 1970s, computer-mediated communication (CMC) has developed for more than 40 years. Starting as a direct comparison to face-to-face communication, CMC theories have offered important insights for our understanding of how certain technology features in computing environments deliver messages, how people form bonds with each other online, and how unique networks are created through computing systems. The concept of “mediation” has challenged some of the basic assumptions of how we form relationships with each other. This course will cover topics such as interpersonal and hyper-personal models of communication, spatial and social presence, online dating, virtual reality, augmented reality, media addiction, location-based mobile media, and future CMC development. This course is a seminar-based course.

COURSE OBJECTIVES

By the end of the semester, your success in this class will be indicated by how well you can:

- Have a deep understanding of how mediated communication affects communication process
- Discuss and critically evaluate various perspectives/theoretical frameworks in mediated communication
- Develop your own perspectives and original ideas about mediated communication phenomena

Required Readings:

All readings including links to online sources will be available on Canvas (elearning.ufl.edu).

Recommended readings:

Sundar, S. (2015). *The handbook of the psychology of communication technology*. Chichester, England: Wiley Blackwell.

Outcomes Assessment:

Class discussion and participation – 20%

Main concepts/theories presentation X 2 – 20%

Paper review X 2 – 20%

Final research paper and presentation – 40%

Grading Criteria:

A = an earned grade that represents outstanding and exceptional work; keep working and submit to conferences/journals

B = an earned grade indicating competent, above average work; need some conceptual modification for conference submission and journal submission

C = an earned grade for work that is average and/or merely fulfills the basics of the assignment and lacks some important connection to the course material; need a thorough revision to enhance the work.

E = an earned failing grade for late work, poorly executed work, plagiarism or other failure to adhere to the requirements of academic integrity.

	A = 93-100	A- = 90-92.99
B+ = 87-89.99	B = 83-86.99	B- = 80-82.99
C+ = 77-79.99	C = 73-76.99	C- = 70-72.99
D+ = 67-69.99	D = 63-66.99	D- = 60-62.99
	E = 0 – 59.99%	

ASSIGNMENTS

Class discussion and participation

- This is a seminar-based course. You **must** read assigned readings completely and participate in class discussion each week. Discussion is a very important part of your learning process.

Main concepts/theories presentation X 2

- Students will assume the role of lecturers/discussion leaders twice in the semester. The topics will be assigned at the beginning of the semester. The discussion leaders are responsible for introducing the key concepts/theories/findings of the readings. Also, provide a few discussion questions and reflections the articles. The discussion leaders should post their major points on our class Google doc. Post the prompts by Monday noon. Walk us through these main ideas.
- The discussion leader should assume that everyone has read the articles and is prepared for discussion. The discussion should lead to better understanding of mediated communication theory and research. When leading discussion, try to synthesize or integrate other readings assigned for this class or ideas from outside this class.
- The whole class may post questions or make comments on the Google Doc, or post relevant links/articles on the doc to facilitate discussion.
- Here are some general ideas about what you can look for as you read.
 - What are the main theoretical constructs under investigation
 - How are these concepts being tested (operationalized) in the empirical research
 - Issues you did not understand within the theories and/or readings
 - Portions of the readings you especially agree with/disagree with
 - Broader theoretical issues raised by the readings

- Empirical and/or theoretical questions raised by the readings
- How the readings relate to or contradict previous theory and research in the field
- What are the implications (practical or theoretical) of the conclusions reached by the authors?
- Are there any flaws in the studies and/or arguments being made?
- Are you convinced?
- What future research is needed in this area?
- What questions and/or concerns occurred to you as you read?

Paper Review X 2

- Approaches to computer-mediated communication derive from multiple areas (e.g., interpersonal communication, psychology, information science, social constructive perspectives). As our class will primarily focus on the technology perspective, we need more lens to looking into CMC. This paper review requires you to first look for an interpersonal communication theory, then find an appropriate journal article that applies the theory in a new media context. Present to us what this theory is about, what the research context is, what the research questions and hypotheses are, what some of the major results are, how similar or different it is when applied to the new media context, and how this theory may be further developed/expanded (theory contribution). Also present to us some of the limitations of this study. Write a one-page single spaced summary of this article and deliver the presentation to teach us about the theory.

Final Research Paper

Option 1: Research Paper/Proposal

- Write a full research paper/proposal related to any mediated communication phenomena. If you are working on a full research paper, it should be about 20 – 30 pages including references, tables, and figures. If you are working on a research proposal, it should be about 10-14 pages long including introduction, literature review, hypotheses/research questions, methods, and references. Use APA format. You can take any approach to your study (e.g., quant, qual, critical, etc.).
- You can choose to coauthor with classmates. But in that case, you should submit a full research paper that can be considered for conference presentation. You can only collaborate with at most one classmate (i.e., two authors in total).
- Here is a general guideline about the structure of your paper:
 - Purpose and rationale of the study
 - Literature review: What needs to be investigated? What research gap existed in prior research? What is the logic of your proposed hypotheses and RQs?
 - Hypotheses and research questions
 - Research methods: Include sample, procedures, measures, data analysis plans etc.
 - Results and discussion (for a full research paper): What are the results? What do the results mean? What can you conclude based on results? What theoretical contribution is there?

Option 2: Theory/Concept Review

- Write a 10-14-page review of literature on a computer-mediated communication concept/theory of your choice. The review should include at least 25 references and serve as a context for further inquiry. Keep these questions in mind when you do the review: What is the concept about? How has it been defined in prior literature? What are some of the differences? How has it been measured? What are the contexts for using this concept? What are the prior research gaps and what are the future research directions?

COURSE POLICIES

Classroom Etiquette

- The class does not tolerate harassment. Harassment consists of abusive behavior directed toward an individual or group because of race, ethnicity, ancestry, national origin, religion, gender, sexual orientation, age, physical or mental disability, including learning disability, mental retardation and past/present history of a mental disorder.
- Act professional when contacting the instructor. For example, emails should include subjects. Put the course name in the subject line. Do not expect an immediate answer to email questions. I try best to reply within 48 hours.

Academic Honesty/Policy on Plagiarism

Honesty is expected in all assignments, exams, and presentations. All writing submitted to this course must be your original work. Use the American Psychological Association (APA) citation format including quoting and paraphrasing in your writing. **Plagiarism is the most extreme form of academic dishonesty and will result in failing this course and possible removal from the university.** Plagiarism includes cheating on assigned work, submitting the same paper for two courses, buying papers, turning in someone else's work for your own use.

Grade Appeals

If a student believes he/she have legitimate grounds on which to dispute a grade on a particular assignment, the student may submit a formal written appeal to the instructor within 10 days of receiving the original grade. The appeal must provide rationale for why the current grade is inaccurate. Feelings are not criteria. Once the student has submitted a formal grade appeal and all the supporting evidence including the graded copy of the assignment in question, the instructor will carefully examine the assignment and provide a new grade. Once the instructor has entered the final grade to the university system, that grade will not be changed under any circumstances.

Accommodations for Special Needs:

Any student who has a need for accommodation based on the impact of a documented Disability, including special accommodations for access to technology resources and electronic instructional materials required for the course, should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc) by providing

appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Please contact me to discuss the specific situation by the end of the second week of classes or as soon as practical.

Course Evaluations

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/>.”

Tentative Course Schedule

	<u>Date</u>	<u>Topic</u>	<u>Note</u>
1	1/10	Introduction to course	
2	1/17	Reading week due to conference	
3	1/24	Nature of CMC theory and research	
4	1/31	Impersonal, interpersonal, and hyper-personal (1)	
5	2/7	Impersonal, interpersonal, and hyper-personal (2)	
6	2/14	Social identity model of deindividuation effects	
7	2/21	Social presence and spatial presence	Outline due
8	2/28	Presence and virtual reality	
9	3/7	Presence and augmented reality	
	3/14	Spring break	
10	3/21	Augmented reality and location-based mobile media	
11	3/28	Media addiction	Literature review due
12	4/4	CMC 3.0: Future CMC	
13	4/11	*Online dating and online deception + final presentation	
14	4/18	Wrap up and final presentation	
15	4/25	Final paper submission	Final paper due

Note: Changes that occur to the syllabus will be announced in class or on Canvas.