



MMC 3630 – Social Media & Society

Summer C Syllabus (subject to change)

Instructor: Professor Larsen-Sewell

Meeting Time: Online, Completely Asynchronous

Office Hours: Email to arrange a phone or virtual conference

Contact: llarsen2394@ufl.edu

Required Readings: Links to readings and videos will be posted on Canvas

Course overview

The purpose of this class is to explore and discuss social media and its impact on our everyday lives. As many of you know, the use of social media sites impact how we connect with people. Some we know well and others we don't know at all. Through social media sites, we are able to discuss current events, sports, entertainment and more. By the end of this semester, you will get to decide whether or not it's improved our lives or made it worse.

Objectives

Students will discuss the societal implications of the growth of social media. The main topics discussed this semester will be:

- Mass media and broadcast media
- The fundamentals of social media
- Social media versus traditional media
- Professional social media etiquette

Instructor's policies

Students should contact Professor Larsen-Sewell by email and include a detailed subject line. Questions about assignments should be sent in a timely manner, giving Professor Larsen-Sewell ample time to respond before they are due.

The deadlines for all assignments are Sundays at 11:59 pm ET. The final project may have a different deadline. Assignments are available a minimum of one week in advance of their due date. You must be aware of all deadlines as outlined in Canvas.

The Grading

There are 700 points possible for this course. The grade breakdown is as follows:

- 1 Quiz – 50 pts.
- 5 Discussion Posts (50 pts each) – 250 pts.
- 2 Assignments – (125 pts each) – 250 pts
- Final Assignment – 150 pts.

Class Schedule (subject to change):

Module 1: What's Social Media?

- *Review Syllabus and Watch Intro Video: 5/15 – 5/21*

Module 2: Covid-19 in the Media

- *Video Discussion Post 1: 5/22 – 5/28*

Module 3: Social Media Theory

- *Assignment 1 – Social Media Journal: 5/29 – 6/11*

Module 4: Social Media and Social Change

- *Video Discussion Post 2: 6/12 – 6/18*

Module 5: Public Relations, Advertising and Marketing

- *Quiz: 6/19 – 6/25*

Module 6: Summer Break

- *No Work: 6/26 – 7/2*

Module 7: Social Media and Politics

- *Assignment 2 – Paper: 7/3 – 7/16*

Module 8: Social Media and Sports

- *Video Discussion Post 3: 7/17 – 7/23*

Module 9: Broadcast News and Media Literacy

- *Video Discussion Post 4: 7/24 – 7/30*

Module 10: The Future of Social Media/Finals Week

- *Video Discussion Post 5 and Final Assignment: 7/31 – 8/6*

Course Structure

This course is online only via Canvas. All deadlines are on Eastern Time. Each assignment will become available on Monday by 11:59pm ET to Sunday at 11:59pm ET of a given week, including holidays. It is the student's responsibility to follow and adhere to this schedule. Each week may consist of course videos, readings, discussion topics, reading quizzes & lecture quizzes. There will be one final project. Final grades will be calculated based on the average grade calculated in the Canvas grade book and according to the UF grading scale.

Reading/Video Quizzes – You will be quizzed on material covered in video lectures and readings. These quizzes may include open-ended questions to test your command and understanding of the material. These will be timed (length varies by week).

Discussion Contributions - You will participate in several discussions related to the subjects covered. Some of them will be centered around videos, and some will be about major points of the week. You are expected to make a minimum of one original video reply to the discussion and a 50-word reply/or short video reply to a minimum of one other classmate. Your original reply must end with a question for your peers.

Do not use derogatory language in your discussion posts or assignments. Everyone deserves a safe environment in which to participate in class discussions. Therefore, while expressing what you feel about a particular issue, be respectful in your discussion posts and peer interactions. Disrespect towards other students, direct or covert, will not be tolerated under any circumstances. If you have questions about the use of specific words or language that may be deemed derogatory, obscene, or biased in some way, clarify with the instructor via email before including such words/phrases in your post.

Final Assignment - The Final Assignment will be a choose your own adventure. You'll either write a final paper on your predictions for the future of social media or submit a final project where you'll create a social media campaign to redeem one cancelled public figure. In addition to your final assignment, you'll also have a final video discussion post to submit that summarizes your work to your peers.

The Fine Print

Lecture recordings and materials

All class materials will be available under the appropriate week. This includes pre-recorded videos, readings, links to assignments, and any additional relevant materials. In other words, if you are looking for the recording or assignment from Module 3, then click on the Module 3 link on the homepage. This is also available under the Pages tab of Canvas. A detailed description of each assignment can be found on there.

Miss a quiz or assignment?

- All quizzes and assignments must be completed by 11:59pm on the Sunday of the week it is assigned.
- If you do not complete a quiz or assignment by that time, you will receive a 0 for that week.
- I'm human, so if you are going through a difficult time and miss a quiz or assignment, please reach out to me personally so we can discuss your options.
- I was in college for 6 years and used every excuse in the book, so be honest with me when you fall short on an assignment.

How will I get in touch with you?

Messages to the entire class will be sent out on Canvas. Individually, it may be via email or on Canvas. Remember that although I may reply to a message from your gmail (or other) account, I will always initiate a message to your UF email. This is in accordance with program policy. Check those UF email accounts!

UF's Grading Policy

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

Communication

You may email the instructor via Canvas messaging or UF email. Please contact the UF Help Desk to resolve technical issues that might arise with Canvas: <http://helpdesk.ufl.edu/>

Makeups

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>

Evaluations

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/>

Academic Integrity

The College of Journalism and Communications at UF is committed to upholding the University's Academic Honor code as detailed on UF's website. Academic dishonesty of any kind is not tolerated in this course. The university's guidelines provide additional details, which you are expected to understand completely. <https://sccr.dso.ufl.edu/policies/student-honor-codestudent-conduct-code/>

UMatter, We Care

If you or a friend is in distress, please contact umatter@ufl.edu or 352-392-1575 so that a team member can reach out to the student.

Resources

The University of Florida is full of resources that can help you in your academic career. You are encouraged to make use of resources such as the library, tutoring, career resource center, etc. A list of useful UF resources can be found here: <http://www.ufl.edu/academics/resources/>

Students with Disabilities

Reasonable accommodations will be made for any students with disabilities. If you have a disability, the Dean of Students Office will give you official documentation, which you will give to your instructor. More information is on the Disability Resource Center page from the Dean of Students Office: <https://drc.dso.ufl.edu/>