

MMC 6725: Social Media and News

Instructor

Jason Cain, Ph.D.

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Twitter: @JasonCain2 (**I check email more than Twitter.**)

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Phone: 512-779-7961 (**Only for ABSOLUTE emergencies**)

To get in touch with me, my email is the best. I check it regularly throughout the day. I use Twitter a bit, but chances are that I will catch your email much faster.

I do very much want to talk you face to face if you feel you need to chat. At the moment this is by appointment, but once the semester settles in, I plan on keeping virtual office hours each week where you know I am at my computer and we can connect.

Lastly, I prefer to communication between 10 a.m. and 6 p.m. during the week. That isn't to say on occasion that I won't answer an email later into the evening or would be willing to schedule an appointment one night or during the weekend. However, I simply cannot be at my computer 24/7. If you send an email very late at night or early in the morning, don't expect it to be answered until the following day at some point.

Course Overview

In this class, we will study the intersection of traditional media and social media, and we will explore the current practical and ethical issues that arise with that intersection. We will use recent historical cases, as well as current and unfolding cases to look at the functions, value, and issues.

Course Objectives

- To identify the social-media strategies, processes, and tools that media outlets and media individuals use to improve and promote their journalistic-based work
- To distinguish the differences between social-media tools and strategies used depending on the content of the message
- To describe, compare, and critique the social-media tools and techniques that the media uses
- To analyze and discuss the social-media actions used in prominent and/or current case studies involving media companies
- To analyze a social-media strategy for a media outlet or individual in one of the topics areas covered in the course

Course Blog: Besides this site, you will use <http://socialmediaandnewsuf.wordpress.com/> to make comments and discuss course material.

Course Hashtag: If you want to engage in discussion on Twitter regarding this course, please use #SMNewsUF.

Modules

Module 1: Overview of Social Media and Journalism

Module 2: News Module

3: Health Module 4: Business Module

5: Sports Module

6: Entertainment Module

7: The Future

Assignments And Point Values

See individual files for rubrics and expectations of each assignment.

Reading/Lecture Quizzes:	50 Points
1-Page Papers:	150 Points
Blog Comments:	150 Points
Case Study:	150 Points

Course Grade

A: 465-500	C-: 350-364
A-: 450-464	D+: 335-349
B+: 435-449	D: 320-334
B: 420-434	D-: 300-319
B-: 400-419	E: 299 and below
C+: 380-399	
C: 365-379	

For more details about the UF Grading Policy, see here: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>.

Due Dates

See separate Due Dates file. Late work policy is as follows:

- Less than an hour late: 5 points off.
- More than an hour late but less than 24 hours late: 10 points.
- More than 24 hours late but less than 48 hours late: 15 points.
- More than 48 hours late: 25 points.
- Over a week late: 50 points off or not accepted at all.

Assigned Readings

See separate sections of course site.

Honor Code

Violations of the University of Florida honor code include such things as plagiarizing or fabricating material. Violations result in an automatic failing grade and dismissal from the program.

Course Instructor: Jason Cain

I earned my Ph.D. at UF in 2014 with a research emphasis on economic issues related to digital media. Prior to coming to UF, I have had experience in retail management and as a professional musician. Working in the music industry in the early 2000s left me fascinated with the way the Internet was changing the way in which audiences engaged with media and the implications that had on older business models. As social media has expanded our ability to create and engage even further, I have remained fascinated by what the future of mass media in general may be.

Video Lecturer: Ted Spiker

Associate Professor Ted Spiker heads the magazine sequence at UF. He came to UF in 2001 after being articles editor at *Men's Health*. He's currently a contributing editor to *Men's Health* and a freelance magazine writer. A graduate of the Columbia University Graduate School of Journalism, Spiker has had work published in *Outside*, *O the Oprah Magazine*, *Fortune*, *Women's Health*, *Runner's World*, *Cosmopolitan*, *InStyle*, *Every Day with Rachael Ray*, *Reader's Digest*, *Best Life*, and many others. He is also co-author of a dozen books, including the national bestselling *YOU: The Owner's Manual* series. See more at www.tedspiker.com. Twitter: @ProfSpiker

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/docs/NetiquetteGuideforOnlineCourses.pdf>

Special Needs

Religious Observance: Please check your calendars against the course schedule. Any student having a conflict in the exam schedule, or feeling that they will be disadvantaged by missing a lesson or course requirement due to religious observance, should contact me as soon as possible so that we can make necessary arrangements.

Disabilities: The Americans with Disabilities Act requires that all qualified persons have equal opportunity and access to education regardless of a disabling condition. Students with disabilities needing academic accommodations should (1) register with and provide documentation to the Disability Resource Center and (2) bring a letter to the instructor

indicating your need academic accommodations. This should be done in the first week of class. Please let me know as soon as possible if you have a disabling condition and would be helped by arranging alternate conditions for the course and/or for the evaluation process.

Students with Disabilities

Students with disabilities requesting accommodations 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. Students with disabilities should follow this procedure as early as possible in the semester.

Academic Honesty

As a result of completing the registration form at the University of Florida, every student has signed the following statement:

“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 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."

The instructors of this course fully support the intent of the above statement and will not tolerate academic dishonesty, such as plagiarism, cheating and prohibited collaboration. All students enrolled in this class are expected to follow the University of Florida Honor Code (excerpt above). The full text can be found at:

<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

Student guidelines for ethical behavior can be found at:

<https://catalog.ufl.edu/ugrad/current/advising/info/student-honor-code.aspx>

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

<http://www.dso.ufl.edu/students.php>.

Getting Help

For issues with technical difficulties for e-Learning in Sakai, please contact the UF Help Desk at:

- helpdesk@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.

Other resources are available at <http://www.distance.ufl.edu/getting-help> for:

- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

Student 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/>.