MCMA 568  
Online Course: Social Media Theory & Practice  
Fall 2015  
October 19 – December 20 2015

Instructor:  
Dr. Wenjing (Wendy) Xie  
E-mail: wxie@siu.edu  
Office: 1228 Communications Building  
Office hours: Tu 2-4pm; Th 2-3pm or by appointment

Course Description

This online course will explore social media from various perspectives: history, current and future issues of social media, social advertising/marketing, citizen journalism, identity, gaming, the design issues, and so on. Topics will cover blogging, wiki, social networking sites such as Facebook, myspace, and the newly edge-cutting mobile technologies.

Course Tools

Since this course is an online course, it will be delivered online through Desire2Learn and a Facebook page. The link of Desire2Learn is http://online.siu.edu. Students need to log in using their campus network ID and password.

The syllabus has been uploaded onto Desire2Learn. The instructor will also upload course slides onto Desire2Learn each week.

A Facebook page, Social Media Theory & Practice_Fall2015 has been created on facebook. Please “like” the page and you will be able to see the content and participate in the discussion. Students don’t need to worry about the privacy issue --- the course instructor will not be able to see students’ personal profile.

Way of Communication

The most preferable way to contact with the course instructor is to send e-mail to wxie@siu.edu. She will respond to you as soon as she can.

Course Readings

This course doesn’t require a textbook. All of the readings will be available in online or distributed by the course instructor. Please see Course Topics & Schedule for required readings of each week.

Course Assignment

1. Facebook course page discussion participation
The course format will be online seminars, in which discussion is a vital component. Students are expected to finish all of the readings for each week and participate in online discussion.

Everyone is supposed to post at least two questions for discussion about the readings and the topic of that week on the Facebook page before Wednesday midnight each week (for example, for the week of Oct. 19, the questions are due on Oct. 21 midnight; for the week of Oct. 26, the questions are due on Oct. 28 midnight). Besides posting questions, you are also supposed to make at least 10 responses to or comments on the questions raised by others throughout the course.

Meanwhile, you are more than welcome to share images, videos, and articles related to the topic of that week on the Facebook page. Again, everyone can comment and respond to those postings.

The course instructor will monitor both quantity and quality of the posts.

2. Social Media around the World Project

Students will do a project about Social Media around the World. Each student need to pick up a country other than the U.S., and make a powerpoint presentation. The project can focus on one or multiple topics we will cover in class. Examples will be available on Desire2Learn shortly.

The powerpoint slides should be e-mailed to the course instructor no later than December 11, 11:59 p.m. CDT.

3. Individual Final Project

Students need to pick up one of the keywords of the course as listed below and write an academic paper or produce a professional project.

For the academic paper, it should be at least 15 pages and use APA style. It can be a theoretical framework or an empirical study using either quantitative research method (such as survey, experiment, or content analysis, etc.) or qualitative research method (such as in-depth interview, focus group, field observation, ethnographic method, etc.).

For the professional project, please use social media to launch a campaign (e.g., anti-smoking, anti-drug, election, etc.). It can be a website, a blog, a channel on Youtube, or a combination of all these forms. For the professional project, you need to attach a 2-page description in terms of the purpose of your project, the target audiences/viewers/readers, and what you have done in your project to achieve your goal.

The project should be e-mailed to the course instructor no later than December 13, 11:59 p.m. CDT.

4. Incompletes
No incomplete grades will be issued except in extraordinary and well-documented circumstances.

**Keywords of the Course:**

- wiki; blog; Twitter; Flickr; file-sharing; content creation & sharing; participatory culture; SMS; virtual worlds; gaming; advertising; grassroots media; identity; networks; Facebook; MySpace; YouTube; interface; mobile technology.

**Course Grades**

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook discussion participation</td>
<td>100</td>
</tr>
<tr>
<td>Social Media around the World project</td>
<td>100</td>
</tr>
<tr>
<td>Individual final project</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>300</strong></td>
</tr>
</tbody>
</table>

**Grade Scale**

- A = 267 points or above
- B = 237-266 points
- C = 207-236 points
- D = 177-206 points
- F = 176 points and below

**Academic Dishonesty**

We welcome you to the class with the assumption that you will adhere to the high standards of academic honesty. According to the SIUC Student Conduct Code, the following acts will be identified as dishonesty: Plagiarize or represent the work of another as one’s own work; Prepare work for another that is to be used as that person’s own work; Cheat by any method or means; Knowingly or willfully falsify or manufacture scientific or educational data and represent the same to be the result of scientific or scholarly experiment or research; Knowingly furnish false information to a university official relative to academic matters; and Solicit, aid, abet, conceal, or attempt acts of academic dishonesty. Violations may lead to the failure in the course and/or expulsion from SIUC.

**Course Topics & Schedule**

- These topics and schedule are tentative and subject to change.

**Week 1 Oct. 19 - Introduction to Social Media: History, Current & Future Issues**


### Week 2 Oct. 26 - Social Media, News, & Political Campaigns


### Week 3 Nov. 2 - Social Media & Marketing/Advertising


### Week 4 Nov. 9 - Gaming


**Week 5 Nov. 16 - Social Media and Healthcare**


**Week 6 Nov. 23 - Identity/Self-Presentation**

**Please watch the following video online and discuss about the issues it raises:**


https://www.msu.edu/~nellison/EllisonHancockTomaInPressPromise_ToDistrib.pdf

Week 7 Nov. 30 - Privacy Issues


Week 8 Dec. 7 - Working on projects

Important Dates: Social Media around the World Project is due on Dec. 11; Individual Final Project is due on Dec. 13.

Useful Links

Please see syllabus attachment. You can find it at http://pvcaa.siu.edu/_common/documents/syllabus%20attachments/Syllabus%20Attachment%20Fall%202015.pdf

University’s Emergency Procedure Clause:

Southern Illinois University Carbondale is committed to providing a safe and healthy environment for study and work. Because some health and safety circumstances are beyond our control, we ask that you become familiar with the SIUC Emergency Response Plan and Building Emergency Response Team (BERT) program. Emergency response information is available on posters in buildings on campus, available on BERT’s website at www.bert.siu.edu, Department of Public Safety’s website www.dps.siu.edu (disaster drop down) and in the Emergency Response Guideline pamphlet. Know how to respond to each type of emergency.

Instructors will provide guidance and direction to students in the classroom in the event of an emergency affecting your location. It is important that you follow these instructions and stay with your instructor during an evacuation or sheltering emergency. The Building Emergency Response Team will provide assistance to your instructor in evacuating the building or sheltering within the facility.

Students With a Disability:

Instructors and students in the class will work together as a team to assist students with a disability safely out of the building. Students with a disability will stay with the instructor and communicate with the instructor what is the safest way to assist them.

Tornado:
During the spring semester we have a **Storm Drill**.

Pick up your belongings and your instructor will lead you to a safe area of the basement. No one will be allowed to stay upstairs. Stay away from windows. The drill should not last more than 10 minutes. You must stay with your instructor so he/she can take roll. Students need to be quiet in the basement as the BERT members are listening to emergency instructions on handheld radios and cannot hear well in the basement.

**Fire:**

During the fall semester we have a **Fire Drill**.

Pick up your belongings and your instructor will lead you to either the North or South parking lot depending on what part of the building your class is in. You must stay with your instructor so he/she can take roll. As soon as the building is all clear, you will be allowed to return to class.

**These drills are to train instructors and the Building Emergency Response Team to get everyone to a safe place during an emergency.**

**Bomb Threat:**

If someone calls in a bomb threat, class will be suspended and students will be asked to pick up their belongings, evacuate the building and leave the premises. Do not leave anything that is yours behind. We will not allow anyone back into the building until the police and bomb squad give us an all clear. **DO NOT USE YOUR CELL PHONES.** Some bombs are triggered by a cell phone signal.

**Shooter in the Building:**

If it is safe to leave, move to a safe area far from the building away from where the shooter is located. If anyone has any information about the shooter, please contact the police after they have gone someplace safe.

If it is not safe to leave, go into a room, lock the door and turn out the lights. Everyone should spread out and not huddle together as a group. Don't stand in front of the door or in line of fire with the door. Students' chair and desks should be piled in front of the glass and door as a barricade and the teacher's desk, podium and anything movable can be pushed against the door. This is intended to slow down any attempts to enter the classroom. If it looks like the shooter is persistent and able to enter, make a lot of noise and have the students use everything in their backpacks to throw at the shooter to distract him.

Silence all cell phones after one person in the room calls the police and informs them of their location and how many people are in the room. **Be quiet and wait for the police to arrive.** The police are looking for one or more shooters, and they have no way of knowing if the shooter is in the room people are hiding in. For this reason, when the police enter the room, no one should have anything in his/her hands and each person **MUST** raise his/her hands above his/her head.
Earthquake:

In the event of an earthquake, you are advised to take cover quickly under heavy furniture or crouch near an interior wall or corner and cover your head to avoid falling debris. Outside the building are trees and power lines and debris from the building itself that you will need to stay away from. In the building, large open areas like auditoriums are the most dangerous. Do not try to escape on a stairway or elevator. Do not hide under a stairway. We do not recommend that you stand in a doorway because the door could shut from the vibrations and crush your fingers trapping you there.

Rave Mobile Safety Alert System:

We recommend that you sign up for the Rave Mobile Safety Alert System. It is a new system that replaces the WENS system to alert you through emergency text messages on your cell phone and emails for emergencies on campus, weather reports and emergency school closures. You have to sign up. If you were signed up for WENS it does not roll over. You have to sign up for Rave Mobile Safety Alert System. Go to Saluki Net, go to my records tab, under SIUC Personal Records, click on View My SIUC Student Records, Under Main Menu click on Personal Information, click on View and Update Addresses and Phones, in the middle of the page click [Update Addresses and Phones], under phones click Primary: This will take you to Update Addresses and Phones – Update/Insert, under primary phone number for this address put in your cell phone and submit. For more information, visit dps.siu.edu, contact SalukiTech at 453-5155 or salukitech@siu.edu.

CPR/Defibrillator and First Aid Class:

If you would like to take a CPR/Defibrillator and/or First Aid class, contact LaVon Donley-Cornett, lavong@siu.edu or call 453-7473.

Women's Self Defense Classes are offered to female students faculty and staff by the Department of SIU Public Safety. For more information contact Officer Mary Stark marys@dps.siu.edu.