Special Topic: Communication Technology
JRSM7200/8200
Spring 2021
Class Meeting: Wednesday 5:30pm – 8:30pm

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COURSE REQUIREMENTS

Catalog description
This graduate seminar is devoted to the psychological aspects of human computer interaction (HCI) and computer-mediated communication (CMC). Theories and empirical research from communication, psychology, consumer behavior, and human-computer studies will be discussed in this class.

Prerequisites
JRSM7080

Textbooks, Software and Required Materials
There is no textbook for this class. However, we will be relying heavily on readings for most class meetings. These readings, selected from a wide variety of journals, are available on eCourseware.

Accessing the course website
1. Go to the University of Memphis eLearn home page: http://elearn.memphis.edu
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for JRSM XXX - XXX to enter your course and read the instructions on the welcoming page

Course Requirements
- All assignments are to be submitted electronically via eCourseware.
- Each assignment will come with unique formatting guidelines. Be sure to follow these guidelines exactly. Work that does not comply to these guidelines, as well as the production specifications for the assignment, will receive a grade of 0.
- All assignments are due at 11:59 p.m Sunday of the week they are assigned. Late work is not accepted.

Assignments and Grading
Class Participation   15%
Reading Summary/Critique   15%
Discussion Questions   30%
One-Pagers   10%
Research Proposal   30%

Class Participation:
Since the success of this seminar is heavily contingent upon effective participation from all those present, 15 percent of the final grade is devoted to the quality of your class participation. Not only your presence in class, but also your level of preparedness (keeping up with the readings, lectures, etc.) and the caliber of your comments will be included in this score.

Reading Summary:
Students will take turns presenting summary-cum-critiques of assigned readings. Each student is expected to distribute a 1-2 pages handout and make a ten-minute presentation of the assigned readings in two separate class meetings, followed by questions from the instructor and fellow students. This exercise will count for 15 percent of the final grade in the course, and students going early on in the semester may have the option of bettering their score by electing to summarize/critique a fourth article, subject to availability.

Discussion Questions:
Every student should e-mail in advance (deadline: 10 am Thursday) at least one question about each of the assigned readings (clearly identify the article on which your question is based, and put all your questions for the week in the body of your email AS WELL AS in a word file attached to that email). That is, if a given class meeting has three articles assigned, each student is required to submit at least three questions prior to that meeting, i.e. one question pertaining to each of the readings. However, if you are presenting a summary/critique of one of those articles, you need not submit a question about that article, but should submit questions relating to the other articles assigned for that class meeting. Class discussions will center on these questions, so try to be open-ended in your queries. Try also to incorporate concepts from other classes and readings outside the class.

Discussion questions account for 30% of the grade and will be based on their relevance to the class as well as the level of profound curiosity. A question that is thoughtful as well as though-provoking will be awarded full points whereas one that perfunctorily seeks factual answers will be awarded minimal points. Successful questions tend to be theoretically rigorous, concretize hypothesis for future research.

One-Pagers:
The goal of this exercise is to encourage creative thinking about technology and technology research. Each student is required to submit a one-page musing (in the form of a story, poem, satire, whatever) about two topics. During most class meetings, the instructor will announce a one-pager topic for the following class. All students are not required to respond to all topics. Just two submissions over the entire semester will do. Grading will be based on the degree of creativity, cleverness, and imagination in each of the two submissions.

Research Proposal:
Each student should write a research proposal pertaining to the psychology of communication technology. The research proposal should include the following sections: introduction, literature review, hypothesis or research questions, method. The research proposal should be 10 to 15 pages long.

Grading
Grading Philosophy:

A=Professional quality work that could be use with little or no modification;
B=Good to excellent work and exceeds requirement, but would require revision to be used professionally;
C=Satisfactory work and adequately meets requirement, but would need significant revision;
D=Barely satisfies minimum requirement and below average quality;
F=Unsatisfactory work and does not meet minimum requirement.

NOTE: Students in Journalism and Strategic Media must earn a C- or better to earn credit in the course. Students completing an honors contract must earn a B or better for honors credit.

A = 90% or above
B = 80% - 89%
C = 70% - 79%
D = 60% - 69%
F = below 60%

Computer usage

Students are expected to use a computer in this course. Students will use Apple computers in class, but may use Windows computers at their own discretion. Students will work with the design software standard in the professional world. At this time, the professional standard is the Adobe Creative Cloud, particularly Adobe Illustrator, Adobe InDesign and Adobe Photoshop. Extensive instruction about how to use these programs will be offered in this course.

Writing style

Although this is primarily a design course, students will be required to write a minimal amount as part of their study. In these cases, students are expected to adhere to the Associated Press style guide. Additionally, in design projects, students will use text as part of their projects. Within creative reason, the text used in these projects must also follow the AP guidelines.

COURSE SCHEDULE

Week 1, January 19 - 22: Introduction & Overview
Walther, Gay, & Hancock (2005)
Sundar (2009)

Week 2, January 25 - 29: Responding Socially
Sundar & Nass (2000)
Lee, Peng, Jin, & Yan (2006)

Week 3, February 1 - 5: Uses & Usability
Vasalou, Joinson, & Courvoisier (2010)
Tuch, Roth, Hornbæk, Opwis, & Bargas-Avila (2012)

Week 4, February 8 - 12: Technology & Dependency
Kardefelt-Winther (2014)

Tokunaga (2013)

Week 5, February 15 - 19: Modality and the Mind
Burgoon, Bonito, Ramirez, Dunbar, Kam, & Fischer (2002)
Sundar (2000)

Week 6, February 22 - 26: Situating Agency
Lee & Sundar (2013)
Fox & Bailenson (2009)

Week 7, March 1 - 5: Interacting with Interactivity
Voorveld, Neijens, & Smit (2011)
Sundar (2007)

Week 8, March 8 - 12: Wellness Week
NO CLASS

Week 9, March 15 - 19: Affording Navigation
Balakrishnan & Sundar (2011)
Held, Kimmerle, & Cress (2012)

Week 10, March 22 - 26: Interacting Virtually
Lee (2007)
Walther, Van Der Heide, Kim, Westerman, & Tong (2008)

Week 11, March 29 – April 2: Interacting Ubiquitously
Sparrow, Liu & Wegner (2011)
Campbell & Kwak (2011)

Week 12, April 5 - 9: Technology & Self
Yee, Bailenson, & Ducheneaut (2009)
Sundar & Marathe (2010)

Week 13, April 12 - 16: Technology & Civic Participation
Iyengar (2001)
Gil de Zúñiga, Jung, & Valenzuela (2012)

Week 14, April 19 - 23: Work Week
Research Proposal Work Week

Week 15, April 26 - 30: Finals Week
Research Proposal Presentation

JOURNALISM AND STRATEGIC MEDIA POLICIES

Portfolio requirement

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional lives, via a common email service, such as Gmail.

All portfolios must contain the following items:
- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files and writing pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

Email

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the http://iam.memphis.edu website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

Attendance

Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class professor. Students may not be permitted to make up any missing work unless it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary).

Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

Course repetition

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor, and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

Academic integrity

In addition to University-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism and strategic media class, students are expected to comply with copyright law and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for rating originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all. *(Office of Legal Counsel, October 11, 2018)*

Online SETEs

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

Deadlines

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

AP Style and grammar

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

Disability and accommodations

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

Diversity and inclusivity

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Media reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

Weather policy

Always check with local media and the University of Memphis website regarding inclement weather. If the University is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.

Student support

Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: https://www.memphis.edu/saos/sos/crisis-resources.php. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.

COVID-19 protocols for this course

Student Accommodations

Students with accessibility issues or learning accommodation issues due to a disability should contact Disability Resources for Students (DRS) to submit an official request for course accommodations. Contact DRS at 901.678.2880 or at drs@memphis.edu. (https://www.memphis.edu/drs/index.php)

Academic Integrity

Plagiarism, cheating and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly, through participation or assistance, are immediately responsible to the instructor of the class in addition to other possible disciplinary sanctions which may be imposed through the regular institutional disciplinary procedures. (https://www.memphis.edu/osa/students/academic-misconduct.php)

Student Health

Students who have a positive COVID-19 test should contact the Dean of Students at deanofstudents@memphis.edu.

Student Resources

Students who need additional resources can visit the Dean of Students Office website at https://www.memphis.edu/deanofstudents/crisis/index.php.

Guidelines for classes, labs and equipment in Meeman Journalism Building in Spring 2021

- Anyone feeling sick should stay home and join class virtually.
- Social distance from all others at least 6 feet.
- Wear a mask at all times when in University buildings and on campus.
- Wash hands or use hand sanitizer regularly.
- No more than one person in the elevator at a time.
- Disinfect your workstation before and after use, including desks, keyboards, mice and screens. Wash your hands after cleaning.
- Have phone or Zoom meetings with professors and classmates. Do not meet face to face, if possible.