

Social Media & Society

JRSM 4910_001

Spring 2023

Class Meeting: T/Th - 11:20 pm - 12:40 pm MJ 100

Prof. Taylor Ackerman, APR

She/Her

Office: Meeman 332

Office hours: Monday, 10:45 a.m. - 12:45 pm

Tuesday, 10am - 11am

Wednesday, 11:45 am - 12:45 pm

If you'd like to meet for the office hours listed, please reach out via email prior to dropping by so I can make sure I'm in my office. I'm also available via Zoom outside of the listed office hours upon request.

Email: tkerman@memphis.edu

COURSE REQUIREMENTS

Catalog description

Discussion of social media's impact on individuals, organizations, and society. Examines the fundamentals of social media-based community, diversity, and influence. Includes broad understanding of a variety of platforms and trends and their place and importance in the social media ecosystem.

Textbooks, Software and Required Materials

Luttrell, R., & Wallace, A. *Social Media & Society: An Introduction to the Mass Media Landscape* (2021).

Classroom format

Our class will meet in person in room 100 in the Meeman Journalism building twice a week. Attending class is imperative and necessary for your success in this class, as a large part of your grade will depend on in-class activities and discussion.

This semester, we'll be discussing how social media impacts our society - how we get our news, how businesses communicate, politics, entertainment, activism, interpersonal relationships, and more. In order to do this, we'll rely on thoughtful class discussions, lectures, slide decks, activities, and assignments. Your learning will be assessed through discussions, activities, assignments, quizzes, and a story put together by you bringing together different perspectives on how social media makes a daily impact on our lives.

All assignments will be turned in through our course shell on Canvas.

Accessing the course website

1. Go to the University of Memphis online learning home page: <http://memphis.instructure.com>
2. Log in using your University of Memphis username and password.

3. Click on the link for JRSM 4910 to enter our course

Course Requirements

This course will require access to technology, diligence in engaging with each week's course content, bringing forward thoughtful discussion, application of course material to real world examples, and communication with the instructor and other classmates. Discussions should always remain respectful, supportive, and open to hearing differing perspectives or ideas. At times, you will work in a group during in class activities.

Course & Campus Resources

Students with disabilities & accommodations

If you will need accommodations through [Disability Resources](#) to meet any of the requirements of this course, please let me know as soon as possible. I'm happy to work with you to make sure you are able to be successful in this course. Remember, this is not a reflection on your ability nor is it giving special treatment, but rather making sure you are equipped to do your best in this course.

Support: If at any point in the semester you are struggling with the course load or a specific assignment, please reach out to me for a meeting so we can work to get you back on track. I'm happy to help in any way I'm able, but you must be an advocate for yourself. It's impossible for me to help if I don't know there's a problem.

School in general can be stressful, and I know that you have many things going on outside of this course. I am here to help make sure that you have everything possible that you need to succeed, and advocate for you. However, this requires open communication from you as early on in the semester as possible. I am happy to meet with you outside of class, hop on a Zoom call, or provide support over email. Please don't hesitate to reach out to me if you find yourself falling behind, feeling overwhelmed, or struggling. Please remember that the earlier I'm aware of the problem, the more likely it is that we'll be able to get things turned around.

Academic Services:

[Writing Center](#)

[Tutoring](#)

Communities & Inclusion:

[Multicultural Affairs](#)

[LGBTQ+](#)

Grading

There are 1,000 possible points in this class. At the end of the semester, your class points will be calculated and rounded up to the nearest whole number. Letter grades will be determined according to the scale below. If additional points are added or subtracted from this possible point total, students will be provided with an updated point to letter grade scale.

A+ = 967 – 1,000 points, **A** = 934 – 966, **A-** = 900 – 933 points
B+ = 867 – 899 points, **B** = 834 – 866 points, **B-** = 800 – 833 points
C+ = 767 – 799 points, **C** = 734 – 766 points, **C-** = 700 – 733 points
D = 667 – 600 points
F = 600 and fewer points

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 requirements

Assignments

Quizzes, Midterm & Final	250 points
In Class Activities & Discussions	250 points
Individual Assignments	250 points
Impact Report	250 points
Total:	1,000 points

Assignment Breakdown

More in-depth guidelines posted to Canvas.

Discussions & In Class Activities: Since much of this class will be reliant on course discussions and in class activities, attending class is imperative. Students will participate in class discussions and activities in order to get a deeper understanding of the class material and have an understanding of different viewpoints on social media’s role in society. We will do a few activities together as a group in class. Students must be present in class to participate, and any activities done in class cannot be made up or turned in late.

Quizzes & Exams: Quizzes will be completed every couple of weeks to make sure you are keeping up with the course content, as well as one midterm and one final that will be comprehensive. While you are welcome to use your notes or textbooks if you are drawing a blank on something (it happens to the best of us), you will need to make sure you are connecting with the course material as the quizzes/exams will be timed and it will be impossible to look up every answer. You will have a total of two attempts for each quiz and exam. You are permitted from working with another student on the quizzes, and doing so will result in an automatic zero on the quiz and warning. If it happens a second time, you could be dropped from the course. All quizzes and exams will be completed through Canvas. Quizzes will be worth 25 points each, and exams will be worth 50 points each.

Social Media Impact Report: In order to demonstrate both what you’ve learned in class over the semester and demonstrate your strong storytelling abilities, you will be required to complete a social media impact report. In order to complete the report, you will be required to interview six different

people on issues pertaining to social media and society. Once you've conducted your interviews, you will use your journalistic abilities to create a report that makes a case about social media's impact on our society.

The report can be delivered through a variety of different methods: A traditional paper/story, a video, podcast, slide deck, or other multimedia channel.

Reports will be graded on the diversity of interviews you completed, how well you were able to tell an overall story/demonstrate your position, overall professionalism, creativity, and quality. More details will be provided in class and on Canvas.

Individual Assignments: Students will work independently on a few assignments in order to demonstrate understanding of course concepts and social media as a whole. Additional details will be provided on Canvas.

Miscellaneous Policies

Late Work: In the fields of public relations and journalism, deadlines are imperative. As such, learning to work within deadlines for this course will be expected. In class activities/discussions cannot be made up, and surveys, quizzes, and the exams will not be accepted late. Individual assignments will accepted with the following policy:

- <24 hours late: 5% off
- <48 hours late: 10% off
- <One week late: 20% off
- One to three weeks late: 30% off
- Over three weeks late: No credit

Communication: Students should reach out to the professor via email (tckerman@memphis.edu) if they are experiencing trouble or have questions. Do not wait and let things snowball. I will make every effort to respond with 48-hours during the work week. If a message is sent over the weekend, additional response time may be required.

Course Schedule

Week 1, January 17 - 22: Introductions, Course Outline, Social Media Opinions

Readings/Media: Get textbook!

Assignments: Social Media Survey

Week 2, January 23 - 29: The Positives & Negatives of Social Media

Readings/Media: Chapters Two & Three, See Canvas

Assignments: Quiz One

Platforms & Society Assignment

Week 3, January 30 - February 5: Social Media & Journalism

Readings/Media: Chapter Four, See Canvas

Assignments: Quiz Two

- Week 4, February 6 - 12: Social Media & Journalism
Readings/Media: See Canvas
Assignments: Quiz Three
News Story Coverage Assignment
- Week 5: February 13 - 19: Social Media & Business
Readings/Media: Chapter Five, See Canvas
Assignments: None
- Week 6: February 20 - 26: Social Media & Business
Readings/Media: See Canvas
Assignments: Quiz Four
- Week 7: February 27 - March 5: Social Media Analytics & Performance
Readings/Media: See Canvas
Assignments: Midterm (due Friday the 3rd)
- Week 8, March 6 - 12: Spring Break! No Class.
- Week 9, March 13 - 19: Social Media & Crisis
Readings/Media: Chapter Six; See Canvas
Assignments: Questions for Impact Paper
- Week 10, March 20 - 26: Social Media & Politics
Readings/Media: Chapter Eight, See Canvas
Assignments: Quiz Five
Survey
- Week 11, March 27 - April 2: Social Media & Politics
Readings/Media: See Canvas
Assignments: Twitter Chat Due
- Week 12, April 3 - 9: Social Media & Activism
Readings/Media: See Canvas
Assignments: Impact Paper Due
- Week 13, April 10 - 16: Social Media & Entertainment
Readings/Media: Chapter 10; See Canvas
Assignments: Quiz Six
Content Creator Assignment Due
- Week 14, April 17 - 23: Social Media & Interpersonal Relationships
Readings/Media: See Canvas
Assignments: Survey
- Week 15: April 24 - 30: Social Media Wrap Up
Readings/Media: None
Assignments: Final

This schedule will change as needed to suit course needs. Professor reserves the right to change the syllabus. Any changes will be communicated in class and on Canvas.

ASSESSMENT AND OUTCOMES

Professional Values and Competencies in JRSM 4910

- Apply the principles and laws of freedom of speech and press, both in a global context and in the United States.
- Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.

- Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.
- Apply current tools and technologies appropriate for the communications professions in which they work.

How professional values and competencies will be met

Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically)

- Learn about how the myriad uses and presentations of images and information shift in a new media landscape.
- Develop an understanding of the variety of tools and technologies available in social media.
- Hone written and verbal communication skills with a variety of content productions.
- Apply knowledge of best practices and core values of journalism, public relations, advertising and creative mass media.
- Learn about the ethical implications of social media use, such as concerns surrounding privacy.

Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies)

- Interact with other students, professors, and professionals worldwide to enhance understanding of the collaborative power of social media.
- Thorough and supported contributions to class discussion.
- Read and critically reflect on contemporary texts that explore and highlight how social media are changing the use and presentation of images and information.
- Understand the importance of diversity on social media, and ways in which that can be improved or enhanced.
- Craft their own version of different types of social media content.

How assessment of student learning will be met

Awareness

- Grow awareness of the variety of social media tools and technologies.
- Articulate and appraise ethical concerns on social media.
- Acknowledge how social media builds, sustains, and dismantles different versions of community.

Understanding

- Express interest in the process of creating content.
- Distinguish between different platforms and channels, and when each is most appropriate to use given a particular audience.

- Explore the reality that not everyone is online or engaged with social media, and the impact that has on using it for messaging.
- Delve into issues of diversity and inclusion, using statistical knowledge to support arguments and suggestions for improvement.

Application

- Creation of multiple types of content, including written, audio, and video, for a variety of social media platforms.
- Recognize the role of social media in the creation, production, and reaction to the news.
- Develop skills in a specific platform that allows for overseeing social media content creation.

JOURNALISM AND STRATEGIC MEDIA POLICIES

Portfolio requirement

As an undergraduate student in the Department of Journalism and Strategic Media, you are required to develop and maintain an active portfolio of your work. Portfolios begin in JRSM 3900/3905. The portfolio should contain samples of coursework and/or professional experiences and should develop as you build skills. Portfolios will undergo a final, external review while you are enrolled in your capstone course.

You may use any type of web hosting for your portfolio, but it must have an independent and professional URL. You may use any content management system, but you are encouraged to use WordPress, Wix, or SquareSpace. It is also encouraged to purchase a URL if you plan to use the portfolio long term. You must keep the portfolio active for six months following graduation from the University of Memphis.

You should have a professional email address you plan to use throughout your professional life, 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
- Professional social media links (minimum LinkedIn)

You may wish to include a blog, video reels, photograph galleries, presentations, design PDFs, audio files or writing pieces as examples of professional work. The professional work should ultimately be tailored to the career you seek after graduation. Your portfolio should show a unique blend of work.

Email

You must have your UofM email account activated. If you are using another provider, such as Google, you are required to have all UofM emails forwarded to that account. Go to the [account management website](#) for information about implementing email forwarding. You are required to check your email daily.

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 & Strategic Media. You may be assigned a failing grade for the semester for nonattendance or habitual tardiness.

Course repetition

Majors and minors who fail to earn the minimum passing grade (C-) in a class required by your program of study in Journalism & Strategic Media after three attempts will be dropped from the program.

You 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. Substantially reworking the original submission, or working with the same general idea, may be permissible upon discussion and with written approval from the professor of the current course.

Academic integrity

The University of Memphis expects all students to behave honestly and follow the policies stated in the Student Code of Rights and Responsibilities. If you need more information about the University policy on academic integrity visit the [Office of Student Accountability's website](#).

In addition to University-wide policies, the Department of Journalism & Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or receiving any assistance from others for work assigned to be done on your own, as acts of cheating and 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, you are expected to comply with copyright and intellectual property laws 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 and to evaluate proper use and assignment of sources. All creative work may be checked for policy adherence by the professor. The only exception to this policy is your online portfolio and its attendant pieces (for example, the résumé and logo). 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.

Online SETEs

You are encouraged to complete the SETEs evaluation of this course. If completed, once the instructor has posted final grades, you can immediately see that grade. To access evaluation forms, log in to MyMemphis; click the "Student Pages" dropdown menu and select "My Resources" and find the SETE evaluation forms; 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 seriously and use them to improve courses and instructional quality. Your feedback is essential and is appreciated.

Deadlines

All deadlines are firm. Because Journalism & Strategic Media is a professional program, students are expected to understand and comply with deadlines. 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.

You may be permitted to make up missing work if it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented.

AP Style and grammar

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

Disability and accommodations

If you need an accommodation based on the impact of a disability, contact Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations.

Diversity and inclusivity

The Department of Journalism & Strategic Media values diversity in all its forms. Some of these forms include ability, age, appearance, ethnicity, gender identity, immigration status, language, nationality, race, religion/spirituality, sex, sexuality, socio-economic status, and other personal identities and experiences. As such, students are expected to participate in fostering an inclusive environment that respects the differences of others.

Students are expected to approach their work through a diverse lens. Creating messages that resonate with diverse audiences requires an understanding of a variety of perspectives, which are carried out through multiple platforms, such as digital and traditional media outlets.

The department seeks to foster healthy and positive classroom discussions and experiences. As such, faculty and students are expected to remain respectful and professional at all times.

Weather policy

Always check with local media, the University of Memphis website and the LiveSafe App regarding inclement weather.

Student support

If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, visit the Student Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/deanofstudents/crisis/index.php> or contact the Dean of Students Office at 901-678-2187, or in person in Suite 359 in the University Center for assistance. You may also talk with course instructors about the challenges you are experiencing. Instructors may be able to assist in connecting you with campus or community support.