



Social Sciences

Communication, Popular Culture & Film

**Course Number: COMM 2P90**  
**Term/Year/Duration: Fall 2015 D2**  
**Course Title: Computer Mediated Communication**

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**Instructor Name:** Dr. Karen Louise Smith  
**Email:** [karen.louise.smith@brocku.ca](mailto:karen.louise.smith@brocku.ca)  
**Office Location:** Scotiabank Hall Rm. 307  
**Contact:** 905-688-5550, Ext. 6497  
**Teaching Assistant:** Nicole Lemieux (please contact via Sakai discussion board)  
**Liaison Librarian:** Justine Cotton [justine.cotton@brocku.ca](mailto:justine.cotton@brocku.ca)

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#### Times and Locations:

*Lecture on Thursdays 8:00-11:00 am, PL409, beginning September 10, 2015*

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#### Course Calendar Description:

Nature of computer-mediated communication (CMC) and its role in social, educational and interpersonal contexts. Introduction to technology and methodologies essential to explore the potential of CMC.

#### Course Prerequisites (if any):

Prerequisite(s): one of [COMM 1F90](#), [IASC 1F01](#) (1F00), [IASC 1P04](#) and [1P05](#) or permission of the instructor.

#### Learning Objectives/Outcomes:

The learning objectives for this course are for students to:

1. Develop their abilities to critically analyze computer mediated communication (CMC)
2. Gain exposure to concepts relevant to CMC including: context, social cues, interactivity, social media, participatory culture, affordances and platforms
3. Apply problem-solving and research skills to address a controversy related to CMC
4. Demonstrate applied communication skills in presentations, group work, and online class forums

#### Required Readings or Texts:

Major texts include:

- Baym, N. K. (2015). *Personal connections in the digital age* (2nd Edition). Polity.
  - Available in the bookstore; listed as Baym in the week-to-week schedule
- Boyd, D. (2014). *It's complicated: The social lives of networked teens*. Yale University Press.
  - Intro, Chapter 1, and Chapter 6; listed as boyd in week-week schedule
  - Available open access at <http://www.danah.org/books/ItsComplicated.pdf> or find the podcast version at <http://www.danah.org/itscomplicated/>

Additional required readings are assigned in the week-to-week course schedule. You

are expected to have completed these readings prior to each week's lecture and to bring copies with you to lecture.

**Course Communications:**

Essential course information will be shared in class, via Sakai and by Brock email. Twitter will also be used to create a class-convened conversation (#COMM2P90). Questions that are of interest to the entire class should be sent via the Sakai discussion board or on Twitter. Email should be used for individual issues and the instructor will attempt to reply within 2 business days. In-depth questions need to be addressed through office hours, or an individual appointment.

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**Evaluation Components and Due Dates**

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Assignments and evaluation components of the course will be discussed in class and more detailed guidelines will be posted to Sakai.

Evaluation Component	Grade Weight	Due Date
<ul style="list-style-type: none"> <li>Presentation (Group assignment)</li> </ul>	15%	Sept. 24, Oct. 1 or Oct. 8 as per date assigned to your team
<ul style="list-style-type: none"> <li>Introduction and annotated bibliography for "controversy" report</li> </ul>	10%	Oct. 29
<ul style="list-style-type: none"> <li>Peer review for "controversy" introduction and annotated bibliographies</li> </ul>	5%	Nov. 5
<ul style="list-style-type: none"> <li>Final "controversy" report</li> </ul>	25%	Nov. 26
<ul style="list-style-type: none"> <li>Participation report</li> </ul>	15%	Dec. 3
<ul style="list-style-type: none"> <li>Exam</li> </ul>	30%	To be determined
<b>TOTAL</b>	100%	

**Assignment Submission Instructions**

Many assignments for 2P90 require that a hard copy be submitted on the due date, along with an electronic copy on Sakai.

Assignment	Electronic Copy on Sakai	Duplicate Hard Copy in class	In Class Completion
Presentation	X	X	X
Introduction and annotated bibliography for "controversy" report	X	X	
Peer review for "controversy" introduction and annotated bibliographies	X		
Final "controversy" report	X	X	
Participation report	X	X	X - ongoing participation in class

In addition to following assignment instructions, students are expected to follow the CPCF departmental guidelines for essays when handing in written work (see: <http://www.brocku.ca/social-sciences/departments-and-centres/cpcf/student-success/essay-style-guidelines>).

### **Late Submission Policy:**

As per the submission instructions Chart, most written assignments are due at the start of class, and **at the latest by 8:30 am on the due date**. No late work will be accepted, unless accompanied by medical documentation. See Medical Exemption Policy and the medical health certificate at <http://www.brocku.ca/health-services/policies/exemption>

### **Relationship between attendance and grades:**

Students are expected to attend class regularly and to show up on time. Missing or being late to class up to twice, will not impact your participation grade. Students who need to miss class for reasons consistent with accessibility, medical or religious exemption purposes can consult with the instructor for accommodations.

**Important dates:** (check the section on sessional or important dates in the relevant online University calendar at <http://brocku.ca/webcal/>)

*Tuesday, November 10* is the date for withdrawal from the course without academic penalty.

*Tuesday, November 3* is the date you will be notified of 15% of your course grade.

*Tuesday, October 13 - Friday October 16* is the scheduled reading week.

*No dates* are set aside for makeup days due to holidays. Please consult with the instructor at the beginning of the term if you require accommodation to arrange makeup dates.

*Wednesday, December 9 to Thursday, December 10* are set aside for designated reading days (these may be used to cover classes missed because of adverse weather).

*Friday, December 11 to Tuesday, December 22* are set aside for formal examination periods.

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## **Academic Policies**

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### **Academic Integrity:**

Academic misconduct is a serious offence. The principle of academic integrity, particularly of doing one's own work, documenting properly (including use of quotation marks, appropriate paraphrasing and referencing/citation), collaborating appropriately, and avoiding misrepresentation, is a core principle in university study. Students should consult Section VII, "Academic Misconduct", in the "Academic Regulations and University Policies" entry in the Undergraduate Calendar, available at <http://brocku.ca/webcal> to view a fuller description of prohibited actions, and the procedures and penalties.

Please see the CPCF in-depth statement on Academic Integrity at the end of this syllabus. Each student in COMM 2P90 will be expected to submit a signed copy of the CPCF Pledge of Academic Integrity before work will be graded and returned (see: [http://www.brocku.ca/webfm\\_send/4333](http://www.brocku.ca/webfm_send/4333) or the copy at the end of this document).

**Academic Accommodation:**

As part of Brock University's commitment to a respectful work and learning environment, the University will make every reasonable effort to accommodate all members of the university community with disabilities. If you require academic accommodations related to a documented disability to participate in this course, you are encouraged to contact Services for Students with Disabilities in the Student Development Centre (4th floor Schmon Tower, ex. 3240). You are also encouraged to discuss any accommodations with the instructor well in advance of due dates and scheduled assessments.

**Academic Accommodation due to Religious Obligations:**

Brock University acknowledges the pluralistic nature of the undergraduate and graduate communities such that accommodations will be made for students who, by reason of religious obligation, must miss an examination, test, assignment deadline, laboratory or other compulsory academic event. Students requesting academic accommodation on the basis of religious obligation should make a formal, written request to their instructor(s) for alternative dates and/or means of satisfying requirements.

**Medical Exemption Policy:**

The University requires that a student be medically examined in Health Services, or by an off-campus physician prior to an absence due to medical reasons from an exam, lab, test, quiz, seminar, assignment, etc. The Medical Certificate can be found at: <http://www.brocku.ca/health-services/policies/exemption>.

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**Week-to-Week Schedule**


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Week	Focus	Activities/ Assessments	Readings
1 - Thursday Sept. 10	Introduction to Computer Mediated Communication	<i>Optional:</i> set up a Twitter account for the course. Post an interest related to #COMM2P90.	
2 - Thursday Sept. 17	The Social Web		<ul style="list-style-type: none"> <li>• Boyd Introduction</li> <li>• Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. <i>Journal of Computer-Mediated Communication</i>, 13(1), 210-230. Available online: <a href="http://proxy.library.brocku.ca/login?url=http://search.ebscohost.com/login.aspx?direct=true&amp;db=ufh&amp;AN=27940595&amp;site=eds-live&amp;scope=site">http://proxy.library.brocku.ca/login?url=http://search.ebscohost.com/login.aspx?direct=true&amp;db=ufh&amp;AN=27940595&amp;site=eds-live&amp;scope=site</a></li> </ul>
3 - Thursday Sept. 24	Interactivity and Some of its Social Implications	Group presentations groups (15%)	<ul style="list-style-type: none"> <li>• Baym Preface and section 1</li> <li>• Boyd, D., Golder, S., &amp; Lotan, G. (2010, January). Tweet, tweet, retweet: Conversational aspects of retweeting on twitter. In <i>System Sciences (HICSS), 2010 43rd Hawaii International Conference on Systems Science</i>, 1-10, IEEE. Available online: <a href="http://www.danah.org/papers/TweetTweetRetweet.pdf">http://www.danah.org/papers/TweetTweetRetweet.pdf</a></li> </ul>
4 - Thursday Oct. 1	Social Construction of Technology and other Theoretical Introductions	Group presentations groups (15%)	<ul style="list-style-type: none"> <li>• Baym section 2</li> <li>• Pinch, T. J., &amp; Bijker, W. E. (1984). The social construction of facts and artefacts: Or how the sociology of science and the sociology of technology might benefit each other. <i>Social Studies of Science</i>, 399-441. Available online: <a href="http://proxy.library.brocku.ca/login?url=http://search.ebscohost.com/login.aspx?direct=true&amp;db=edsjsr&amp;AN=edsjsr.285355&amp;site=eds-">http://proxy.library.brocku.ca/login?url=http://search.ebscohost.com/login.aspx?direct=true&amp;db=edsjsr&amp;AN=edsjsr.285355&amp;site=eds-</a></li> </ul>

			<a href="#">live&amp;scope=site</a>
5 - Thursday Oct. 8	Context and Social Cues	Group presentations groups (15%)	<ul style="list-style-type: none"> <li>• Baym section 3</li> <li>• Marwick, A., &amp; Ellison, N. B. (2012). "There Isn't Wifi in Heaven!" Negotiating Visibility on Facebook Memorial Pages. <i>Journal of Broadcasting &amp; Electronic Media</i>, 56(3), 378-400. Available online: <a href="http://proxy.library.brocku.ca/login?url=http://search.ebscohost.com/login.aspx?direct=true&amp;db=a9h&amp;AN=79830557&amp;site=eds-live&amp;scope=site">http://proxy.library.brocku.ca/login?url=http://search.ebscohost.com/login.aspx?direct=true&amp;db=a9h&amp;AN=79830557&amp;site=eds-live&amp;scope=site</a></li> </ul>
6 - Thursday Oct. 15	Reading Week No Class		
7 - Thursday Oct. 22	Participatory Culture and the Web		<ul style="list-style-type: none"> <li>• <i>RIP! A Remix Manifesto</i> [Film screened in class]</li> <li>• Jenkins, H. et al. (2009). "Enabling Participation" in <i>Confronting the Challenges of Participatory Culture</i>. 5-14. Available online: <a href="https://mitpress.mit.edu/sites/default/files/titles/free_download/9780262513623_Confronting_the_Challenges.pdf">https://mitpress.mit.edu/sites/default/files/titles/free_download/9780262513623_Confronting_the_Challenges.pdf</a></li> </ul>
8 - Thursday Oct. 29	Identities	Introduction and annotated bibliography (10%)	<ul style="list-style-type: none"> <li>• Boyd chapter 1 Identity</li> <li>• van Dijck, Jose. (2013) 'You have one identity': performing the self on Facebook and LinkedIn. <i>New Media &amp; Society</i>, 35(2),199-215. Available online: <a href="http://resolver.scholarsportal.info.proxy.library.brocku.ca/resolve/01634437/v35i0002/199_hoiptsofal.xml">http://resolver.scholarsportal.info.proxy.library.brocku.ca/resolve/01634437/v35i0002/199_hoiptsofal.xml</a></li> </ul>
9 - Thursday Nov. 5	Communities & Networks	Asynchronous Class: <b><u>No class meeting for lecture</u></b>  Peer review assignment (5%)	<ul style="list-style-type: none"> <li>• Baym section 4</li> <li>• Longford, G., Clement, A., Gurstein, M. and Shade, L.R. (2012). "Connecting Canadians? Community Informatics Perspectives on Community Networking Initiatives" in <i>Connecting Canadians: Investigations in Community Informatics</i> (Eds. Clement,</li> </ul>

			<p>A., Gurstein, M., Longford, G., Moll, M., and Shade, L.R.). AU Press. Available online:  <a href="http://www.aupress.ca/books/120193/ebook/01_Clement_et_al_2012-Connecting_Canadians.pdf">http://www.aupress.ca/books/120193/ebook/01_Clement_et_al_2012-Connecting_Canadians.pdf</a></p>
10 - Thursday Nov. 12	Inequalities		<ul style="list-style-type: none"> <li>• Boyd chapter 6 inequality</li> <li>• Bell, B., Budak, P. and Fiser, A. (2012). ““We Were On the Outside Looking In” MyKnet.org – A First Nations Online Social Environment in Northern Ontario” in <i>Connecting Canadians: Investigations in Community Informatics</i> (Eds. Clement, A., Gurstein, M., Longford, G., Moll, M., and Shade, L.R.). AU Press. Available online:  <a href="http://www.aupress.ca/books/120193/ebook/13_Clement_et_al_2012-Connecting_Canadians.pdf">http://www.aupress.ca/books/120193/ebook/13_Clement_et_al_2012-Connecting_Canadians.pdf</a></li> </ul>
11 - Thursday Nov. 19	Platforms & Affordances		<ul style="list-style-type: none"> <li>• Baym section 5</li> <li>• Gillespie, T. (2010). The politics of ‘platforms’. <i>New Media &amp; Society</i>, 12(3), 347-364. Available online:  <a href="http://proxy.library.brocku.ca/login?url=http://search.ebscohost.com/login.aspx?direct=true&amp;db=edb&amp;AN=51338643&amp;site=eds-live&amp;scope=site">http://proxy.library.brocku.ca/login?url=http://search.ebscohost.com/login.aspx?direct=true&amp;db=edb&amp;AN=51338643&amp;site=eds-live&amp;scope=site</a></li> </ul>
12 - Thursday Nov. 26	Digitally Mediated Life	Final report (25%)	<ul style="list-style-type: none"> <li>• Baym section 6 and conclusion</li> </ul>
13 - Thursday Dec. 3	Exam Review	Participation report (15%)	

# Department of Communication, Popular Culture and Film

## Pledge of Academic Integrity [Adapted for COMM 2P90]

Please read the following statement, sign it, and submit. Your assignments will not be graded unless this form is attached or received earlier in the term.

I, the undersigned, understand that all the following practices constitute academic misconduct according to Brock University's policy on academic misconduct and general academic practice:

- Quoting someone else's words without using quotation marks
- Quoting someone else's words without acknowledging the source
- Using someone else's ideas in my own words without acknowledging the source
- Using someone else's argument in my own words without acknowledging the source
- Fabricating data or sources of information for an assignment, bibliography or list of works cited
- Having or employing someone else to write all or part of my assignment, or do all or some of the preparatory work for me. There are two exceptions to this rule: I may have or employ someone to type the final assignment make editorial comments. However, I take full responsibility for any errors introduced by a typist or editor
- Allowing another student to use material from my assignment when drafting his or her own assignment
- Writing all or part of an assignment for another student, or doing all or some of the preparatory work for him or her. Such preparatory work includes (but is not limited to) reading and note-taking from required books and articles.
- Submitting any work for credit in two or more courses

I confirm that I have not committed any form of academic misconduct for COMM 2P90 and will uphold academic integrity throughout the course.

Name (please print): \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



# Department of Communication, Popular Culture and Film

## Statement on: Academic Misconduct

Academic misconduct is a serious offence. The principle of academic integrity, particularly of doing one's own work, documenting properly (including use of quotation marks, appropriate paraphrasing and referencing/citation), collaborating appropriately, and avoiding misrepresentation, is a core principle in university study. Students should consult Section VII, "Academic Misconduct", in the "Academic Regulations and University Policies" entry in the Undergraduate Calendar, available at [brocku.ca/webcal](http://brocku.ca/webcal), to view a fuller description of prohibited actions, and the procedures and penalties which may be applied.

Academic misconduct includes plagiarism (presenting the words and ideas of another person as if they were your own), submitting the same work for two different assignments, and other forms of cheating such as using crib notes during a test or fabricating data for a lab assignment.

Instructors and teaching assistants in the Department thoroughly investigate all suspected cases of academic misconduct.

The penalties for documented cases of academic misconduct can be severe. The Department may recommend that a grade of zero be given for the assignment, and a failing grade if not a grade of zero be given for the course. In addition, a note will be attached to the student's academic transcript. A second offence can result in suspension from the University. The disciplinary process is administered initially at the Department level and in cases where academic penalty is assigned will be referred to the offices of the Dean of Social Sciences.

Make yourself aware of the issues involved. Read the section of the Undergraduate Calendar that pertains to academic misconduct. You are reminded that the Student Development Centre (Schmon Tower, Room 400) offers workshops on writing skills, and issues surrounding plagiarism.

For further information on all aspects of your academic program, including course planning, you may consult with the Department's Academic Advisor:

**Penni Lafleur**, SBH 344, ext. 5308 , [plafleur@brocku.ca](mailto:plafleur@brocku.ca)>