

INF 385T Social Media for Information Specialists

Professor: Suellen S. Adams

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We will use the following resources.

Class Blackboard site, which can be reached through, UT direct and opens with your UT eid.

There is also the possibility that we will create a class Twitter tag and Facebook group

Class description:

The course explores social media (i.e. blogs, tagging, Wikis, Twitter, Google+, etc.) through the lenses of critical history as well as media, communication and cyktyre, We will explore a range of questions such as: What does the widespread use of media such as Facebook and Twitter tell us about how conversation exchange is changing? How do they change dissemination and evaluation of information? Students will consider these phenomena from practical and theoretical perspectives. We will also explore effective use as well as management of social technologies in order to address information problems.

Policies and expectations:

To succeed in this course you must familiarize yourself with the Web-based course environment. Review the course goals and objectives, assignments, grading, and calendar. Student and the instructor agree to contribute his or her very best work.

Course Expectations:

1. **Read slowly and deeply.** Assigned readings include required readings. As with other graduate work, you are invited to expand upon your readings.
2. **Participate daily and thoughtfully** in both online and face-to-face discussions on topics relevant to social media and social networking systems. Your participation is critical to exploring and gaining a deeper understanding of the the topics under review.
3. **Take responsibility** for your individual learning.

Student responsibilities:

1. Turn all assignments in on time. ***No late assignments will be accepted without serious reason.***
2. Check and respond to class-specific email and read and respond to the discussion board and/or blog daily. Upload all papers and reports using to Blackboard. Please save all work as appropriate as a word document (.doc or .docx) or

- portable document format (.pdf) unless otherwise instructed.
3. Read, understand, and comply with expectations regarding the UT Policy on Academic Integrity.

Professor and teaching assistant responsibilities:

1. Answer e-mail within 48 hours, unless otherwise notified.
2. Evaluate assignments and provide feedback. Return class assignments promptly. Assist students as a group or individually with related with the course content, administrative issues or course-related technological support.

Texts:

Jenkins, H., S. Ford and J. Green (2013). *Spreadable Media: Creating Value and Meaning in a Networked Culture*. New York: NYU Press.

Van Dijck, J. (2013). *The Culture of Connectivity: A Critical History of Social Media*. New York: Oxford University Press.

Other readings as assigned, many will be found in Blackboard.

Assignments:

Blog entries (100 points)

Individual blog postings are a critical facet of learning in this class. Access to your blogs is limited to class members, who will be able to see your posts and make comments. Expect to post 2-3 times per week and to read and comment on other's posts

-You will need to post weekly responses or reflections on the week's readings no later than 11:55 pm the night before class.

-Post regular personal learning journal entries on the class blog throughout the semester reflecting on impressions and experiences using a range of social media tools.

-Post links to and comments on relevant social media and social networking news stories

Presentations (200 points)

Each student will select a social media tool or site to explore during a substantive in-class presentation.

Lead discussion (150 points)

With a partner identify and analyze a substantive article related to the class topic of the day selected. Articles and discussion should focus on social media and it's

relationship to communication and culture. Plan and facilitate a 30 minute class discussion on the article.

Book review (200 points)

Each student will choose a book related to social media. I will supply a list of suggested titles, but I am willing to entertain your ideas. Each book must be approved to avoid overlap. Your review is to be posted on an appropriate social networking site, and the link will be shared. We will also have a discussion in which you will have a chance to share what you have learned especially as it relates to the topics in class. You will *not* be required to do a formal oral presentation on the book review.

Research paper (300 points)

Each student will select a topic for a research paper. Topics must be approved by the instructor. You must submit an abstract of your paper topic on October 21, 2013 by 11:55. The paper is due December 3 and each student will do a Pecha Kuchka presentation based on the paper.

Class participation (50 points)

Each student is expected to participate both in class and online.

Date	Topic	Reading	Due
September 3	Class Introduction	Periodic table of Social Media http://blog.favo.rs/periodic-table-social-web/ Jenkins, et al, Introduction	
September 10	NO CLASS Meeting	Van Dijck, Chapters 1 and 2 The brief history of social media http://www.uncp.edu/home/acurtis/NewMedia/SocialMedia/SocialMediaHistory.html	Create your initial introduction in the blog. Post your reaction to the reading in blog.
September 17	Communications as culture: What can we learn about culture from SM tools?	Jenkins, et al Chapters 1 and 2 Culture of connectivity http://www.youtube.com/watch?v=cB_D6FE9z-Q	Blog postings
September 24	Communication as culture	Jenkins, et al Chapters 3, 4 and 5 Free culture http://www.youtube.com/watch?v=3YYbTXY_XMQ	Blog postings

October 1	People and Social Media: Behavior, Use and Effects	Van Dijck, Chapters 3 and 4 Jenkins, et al Chapter 6 Shirkey's TED talk http://www.ted.com/talks/clay_s_hirky_how_cognitive_surplus_will_change_the_world.html	Blog postings
October 98	Social media and Journalism	Jenkins et al, Chapter 7 and conclusion Old Media, New Media (on Blackboard) Newman (on Blackboard) Murthy (on Blackboard)	Blog postings
October 15	Information Institutions and Agencies	Van Dijck, Chapters 5, 6 and 7 Other reading TBA	Paper topic abstract due Oct 21 by 11:55 p.m.
October 22	Technologies and social media	Van Dijck, Chapter 8 Laurie (2009) http://mashable.com/2009/06/01/social-media-future-tech/ Leijstrom (video, 2013) https://www.youtube.com/watch?v=aXjduuqFnk4	Blog postings
October 29	Social Media and Global Information Analysis	Naslund (2010) Olcott and Kerbel (2010) Langheinrich and Krjoth (2010) All Blackboard	Blog postings Book review due
November 5	Content Nation	Agichtein, et al. Blossom (2009 on BlackBoard) Gleick (2013) http://nymag.com/news/intelligence/boston-manhunt-2013-4/ Warren (2009, on Blackboard) Blossom, Content Nation, Chapters 1 and 4 which can be found by searching "Content Nation" in the UT Libraries and read online.	Blog postings

November 12	Social Media and Education	Hemmi, Bayne and Land (2008) Mazer, Murphy and Simmonds (2009) Roblyer, et al (2010) Edutopia.org (choose one or two articles, video, or other content related to social media and/or Web 2.0 topics to reflect on)	Blog postings
November 19	Preservation and Archiving	Madhava (September/October 2011) Marshall (May 2011) Nagesh http://www.highbeam.com/doc/1G1-207207534.html Parr http://mashable.com/2008/11/18/consequences-of-social-media/	No face to face meeting Blog posting
November 26	Politics	Gladwell (October 4, 2010) http://www.newyorker.com/reporting/2010/10/04/101004fa_fact_gladwell Lardinois (September 1, 2009) http://readwrite.com/2009/09/01/social-media-is-slowly-changing-the-demographics-o?&suid=137705374277306825410639867187#awesm=~of7baHolN8j3f8 Silverman (June 2010) http://mashable.com/2010/11/01/future-social-media-politics/ Pew report (2012) http://pewinternet.org/Reports/2012/Political-engagement.aspx	Blog postings
December 3	Paper presentations	Paper presentation and course wrap-up	Final paper due