Social Media in a Global Context

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Teaching time	Afternoon

Course Description: Social media have become an influential means of communication in today's society. All members of society including citizens, journalists, world leaders, celebrities, brands and companies, and activists, use social media in a variety of ways. In this course, students will use theoretical tools to understand and critically analyze implications of social media in a global context. students will navigate the relationship between globalization and social media processes through practical examples such as social media content, media texts, etc. In class, students will be expected to fully engage in discussions and group activities designed to emphasize their individual and academic growth.

Materials/Text: A package of Open Educational Resource articles will be available in PDF format in a Google Drive.

Requirements: It is preferable that students have access to a laptop and the internet to access the course material. That being said, students may contact the professor to make reasonable arrangements in case they do not have access to a laptop and the internet.

Schedule:
Week 1
Monday 7/15 - Course Introduction – Globalization and New Media
Tuesday 7/16 – Digital and Media Literacy
Wednesday 7/17 – The Global Digital Divide
Thursday 7/18 – Understanding Social Network Sites – Social Network Sites Project Overview
Week 2
Monday 7/22 – Participatory Culture
Tuesday 7/23 – Youth Culture
Wednesday 7/24 – Social Media and Storytelling – Travel Influencers – Midterm Exam
Thursday 7/25 – Social Network Sites Project Presentations
Week 3
Monday 7/29 – Online Gaming – Social Media Campaign Project Overview
Tuesday 7/30 – Sports and Fandom Culture
Wednesday 7/32 – Social Media and Marketing
Thursday 8/1 – Citizen Journalism, Information and Misinformation
Week 4
Monday 8/05 – Digital Citizenship, Civility, and Diversity
Tuesday 8/06 – Social Media and Social Change– Final Exam
Wednesday 8/07 – Social media Campaign Presentations and Course Wrap Up

Assignments:

* Flipgrid reading reflections: Each lesson will be accompanied by a reading. In order to engage with the reading, you will have to post a Flipgrid video reflecting on what you have learned. I will post 3 to 4 questions to help you make sense of the readings. You must post at least two videos. One video should be a response to the posted questions and your own reflections on the material. The other video should be a thoughtful response to one of your classmates' videos. These posts are designed to generate discussion about the reading and create a sense of community.

* Social Network Sites Project: In groups, students will research and analyze a popular social network site. Students will research the history of the site, its audience, its cultural impact, and major issues associated with its use. Before they begin their research, students will submit an outline detailing their project topic and plan. In class, students will present their work to their classmates.

* Social Media Campaign Analysis project: In groups, students will select, research, and analyze a social media campaign. Students will design an infographic poser and present it to the class at the end of the course. Before they begin their research, students will submit an outline detailing their project topic and plan. In class, students will present their work to their classmates.

* Exams: Over the course of the course, 2 exams will be administered to assess students' comprehension of the course materials. Each exam will be completed in class and will include questions about the classroom material and assigned readings. Students will be provided with an exam review 4 days prior to the exam.

Evaluation:
* Flipgrid reading reflections – (10 posts, 50 points each) – 500
* Social network sites project outline – 50
* Social network sites project presentations – 100
* Social media campaign analysis project outline – 50
* Social media campaign project presentations – 100
* Midterm Exam – 100
* Final Exam – 100
* Total: 1000 pts