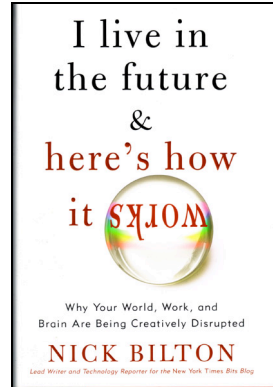
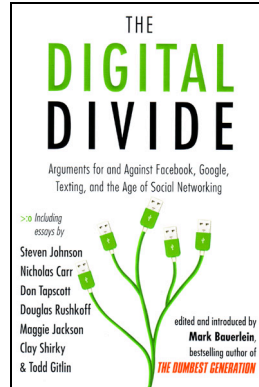


Syllabus

AD 710: Solving Information Problems: Wide Bandwidth Thinking

William J. O'Keefe Email: okeefew@bc.edu

Required Reading



The Digital Divide, Mark Bauerlein



I Live in the Future & here's how it works, Nick Bilton

Current Readings: Timely articles and videos located on the class **Blackboard Vista** secure server.

Course Objective

As the creation, communication, management, and preservation of information drives social and economic change, decision makers who understand the far reaching effects of digital information technology will be highly valued. Understanding systems must be accompanied by a knowledge of how to design and display such technologies. Course includes the topical and current readings and policy guidelines for these ideas.

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The causes and effects of information overload and the need for better information fluency are examined as well as the positive and negative consequences of technological innovation.

Procedures and Class Sessions



Classes will consist of lectures and discussions. Classes will meet in Fulton 210 on **Wednesday evenings from 6:30 to 9:00 PM from January 18 to May 2**. This course is offered in a hybrid distance format as shown above. Students attend only six classroom meetings over the semester. During the first meeting, sections will be established, each consisting of one third of the overall class members. Any student missing a session may attend the next session as a makeup. The out-of-class communication will consist mainly of e-mail communication, and responding to documents and videos posted on the BlackBoard Vista website. Any classes that you may miss will be made up by attending on another section's class date, or in the case of snowstorms, on the following Sundays. The students will be notified by BC Email of any class changes made by me.

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Spring 2012																
Month:	January		February				March				April				May	
Date:	18	25	1	8	15	22	29	7	14	21	28	4	11	18	25	2
Section 1	1	2			3			7	4			4	WP			Final
Section 2	1		2			3		7		4		4		WP		Final
Section 3	1			2			3	7			4	4			WP	Final

Roundtable Discussions

Roundtable discussions will be held with the students representing different disciplines and/or organizations. The bias and expertise levels put forth will be at the student's discretion. The subject areas discussed should lead to proposed resolutions as deemed useful or practical. We place ourselves in the information users community and are extremely interested in how the changes in Information Technology are perceived in the different fields of activity. We will stress these changes appropriate to our needs and will address any anticipated problems. The basic question of how your own disciplines have changed over the years, particularly with regard to the information flow, availability, currency, security and accuracy will be covered in detail.

White Paper

White Papers on individually selected and approved subjects will be written. They will be pertinent to the Round Table discussions and class activity. The White Papers are formal documents, and will clearly state the authors considered opinion on the topic. The paper will be approximately four pages in length and single-spaced. The White Paper Presentations are considered formal presentations, and as such the dress and deportment of the speaker should be professional in all respects. The class will play the roll of any applicable decision making group to be so involved. (Such as a Board of Directors or Board of Trustees) The paper itself must also be of a professional quality such that it will stand on its own, not requiring the reader to attend the formal presentation.

The White Paper is not a research paper. Rather, it is based on your own inclination, knowledge and experience. To further define the White Paper it states your individual opinion of any particular information technology with sound logic and rationale supporting it. The White Paper must be concise, easily understood and convincing. It will be consistent with the highest professional standards.

Each student will select a particular situation for this paper by session 3 and will state the type of argument (political, organizational, technical, etc.) and the rationale. This premise must be submitted by Email prior to session 4. Having the premise approved, the student will individually write and present the paper.

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The paper itself will be orally presented to the class, and open for argument. It will be evaluated, and graded. It must be a formal paper written in any applicable format. In order to protect the author's intellectual property, the paper will display the title, author and page number on each page. Other protections such as watermarking may be used if possible. This will be a complete and professional product on which your overall competence may be evaluated. The cover sheet will show only the title, author, and date.

The presentations will be presented to the class at the selected class session noted in the syllabus. The presentation should take about ten to fifteen (10 to 15) minutes. The class may offer augment or differing views and be expected to raise questions regarding the appropriateness and consequences of the position presented. The paper, presentation, and defense will count for 45% of the overall grade.

Grading

Participation in round-table discussions & attendance - 25%

White Paper - 45%

Final Examination - 30%

Class Schedule and Assignments

Session 1: January 18 - Introduction. Today's Information Society and problems of exercising control over it. Reading: **The Digital Divide** should be completed by session 3.

It is required that you read all of the readings and view all videos posted in the Blackboard Vista server during the semester. More documents and videos will be added during the semester.

Prepare for the first Roundtable on the general subject of Information saturation problems encountered in your experience.

Session 2: January 25, February 1 and February 8 - Lecture: The coordination of information resources. Discussions on the Current Readings will be included in the Roundtable discussions.

Conduct the first Roundtable.

Prepare for the second Roundtable on the subject of the unintended consequences resulting from the organizational dynamic.

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Session 3: February 15, February 22 and 29 - Lecture: The syndrome of Unintended Consequences. Reading: **I Live in the Future & here's how it works** should be completed by session 4.

Conduct the second Roundtable.

Submission of White paper premises for approval.

Prepare for the third Roundtable: Organizational problems (Bureaucracy and culture).

Session 4: March 14, March 21 and March 28 - Lecture: The options available for solving information problems.

Conduct the third Roundtable.

Prepare for the White Paper presentations in session 5.

Session 5: April 11, April 18 and April 27- Lecture: The concepts of information extinction and protection.

White Papers submitted and presented.

Evaluations of White Papers.

Open review.

Session 6: May 2 - Makeup White Paper presentations and the **Final Examination.**

William O'Keefe, November 2011
