ADEN120301 Social Networking in the Digital Age
Spring Semester 2015  4 Credits

Instructor: Tom MacDonald
Meeting Time: Mon 6:15–9:15, Jan 12–May 11,
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Room:

Boston College Mission Statement
Strengthened by more than a century and a half of dedication to academic excellence, Boston College commits itself to the highest standards of teaching and research in undergraduate, graduate and professional programs and to the pursuit of a just society through its own accomplishments, the work of its faculty and staff, and the achievements of its graduates. It seeks both to advance its place among the nation's finest universities and to bring to the company of its distinguished peers and to contemporary society the richness of the Catholic intellectual ideal of a mutually illuminating relationship between religious faith and free intellectual inquiry.

Boston College draws inspiration for its academic societal mission from its distinctive religious tradition. As a Catholic and Jesuit university, it is rooted in a world view that encounters God in all creation and through all human activity, especially in the search for truth in every discipline, in the desire to learn, and in the call to live justly together. In this spirit, the University regards the contribution of different religious traditions and value systems as essential to the fullness of its intellectual life and to the continuous development of its distinctive intellectual heritage.

Course Description
Writing well for social media content is important in the digital age. Students will explore the freedom and the challenges that come with this new era, and learn to write and present compelling narratives across digital platforms. There will be assigned readings for each class. There will be a 50 minute out of class learning assignment each week that will inform all lectures, discussions, quizzes, and in-class work. Class participation will weigh considerably on the final grade. Students need to bring a laptop or tablet to class.

Course Objectives
In this course it is expected that students will:
1. Learn the hands-on applications to more theoretical understandings of current digital technologies and how they are impacting us personally as well as a society.
2. Students will effectively use some of these technologies for their academic coursework and/or other purposes. They will discuss and analyze personal, social, economic, and political issues surrounding the use of these technologies now and in the near future.
3. Deliver stories online to audiences through various digital platforms and personal blog to create their own personal branding.
**Grading**
Grades will be based on writing assignments, on classroom exercises, attendance and participation in class.

Class Attendance and Class Participation 50%
Class and group assignments 50%

**WCAS Grading System**
The undergraduate grading system consists of twelve categories: A (4.00), A- (3.67), excellent; B+ (3.33), B (3.00), B- (2.67), good; C+ (2.33), C (2.00), C- (1.67), satisfactory; D+ (1.33), D (1.00), D- (.67), passing but unsatisfactory; F (.00), failure; I (.00), incomplete; F (.00), course dropped without notifying office; W (.00), official withdrawal from course. The graduate grading system is A (4.00), A- (3.67), Excellent; B+ (3.33), B (3.00), good; B- (2.67), C (2.00), passing but not for degree credit; F (.00), failure.

**Grade Reports**
All students are required to log into the web through Agora to access their semester grades. Students must utilize their BC username and password to log on. If your username or password is not known, the Student Learning and Support Center in the O’Neill Library Computer Center will issue a new one. The SLSC requires a valid picture ID (a BC ID, driver’s license or passport) to obtain your password.

**Text(s)/Readings (Required)**
*Branding Yourself: How to Use Social Media to Invent or Reinvent Yourself* ISBN-13: 978-0789747273

**Students are required to bring a laptop or tablet to class.**

**Important Policies**
http://www.bc.edu/content/bc/schools/advstudies/guide/academicinteg.html

**Written Work**
Graduate and undergraduate students are expected to prepare professional, polished written work. Written materials must be typed in the format required by your instructor. Strive for a thorough, yet concise style. Cite literature appropriately, using APA, MLA, CLA format per instructor’s decision. Develop your thoughts fully, clearly, logically and specifically. Proofread all materials to ensure the use of proper grammar, punctuation, and spelling. You are encouraged to make use of campus resources for refining writing skills as needed
[http://www.bc.edu/libraries/help/tutoring.html].
Scholarship and Academic Integrity
It is expected that students will produce original work and cite references appropriately. Failure to reference properly is plagiarism. Scholastic dishonesty includes, but is not necessarily limited to, plagiarism, fabrication, facilitating academic dishonesty, cheating on examinations or assignments, and submitting the same paper or substantially similar papers to meet the requirements of more than one course without seeking permission of all instructors concerned. Scholastic misconduct may also involve, but is not necessarily limited to, acts that violate the rights of other students, such as depriving another student of course materials or interfering with another student’s work.

Request for Accommodation
Classroom accommodations will be provided for qualified students with documented disabilities. Students are invited to contact the Connors Family Learning Center office about accommodations for this course. Telephone appointments are available to students as needed. Appointments can be made by calling, 617-552-8903. You may also make an appointment in person. For further information, you can locate the disability resources on the web at http://www.bc.edu/content/bc/libraries/help/tutoring/specialservices.html.

Attendance
Class attendance is an important component of learning. Students are expected to attend all classes and to arrive by the beginning of and remain for the entire class period. When an occasion occurs that prevents a student from attending class, it is the student’s obligation to inform the instructor of the conflict before the class meets. The student is still expected to meet all assignment deadlines. If a student knows that he or she will be absent on a particular day, the student is responsible for seeing the instructor beforehand to obtain the assignments for that day. If a student misses a class, he or she is responsible for making up the work by obtaining a classmate’s notes and handouts and turning in any assignments due. Furthermore, many instructors give points for participation in class. If you miss class, you cannot make up participation points associated with that class. Types of absences that are not typically excused include weddings, showers, vacations, birthday parties, graduations, etc. Additional assignments, penalties and correctives are at the discretion of the instructor. If circumstances necessitate excessive absence from class, the student should consider withdrawing from the class. In all cases, students are expected to accept the decision of the instructor regarding attendance policies specific to the class. Consistent with our commitment of creating an academic community that is respectful of and welcoming to persons of differing backgrounds, we believe that every reasonable effort should be made to allow members of the university community to observe their religious holidays without jeopardizing the fulfillment of their academic obligations. It is the responsibility of students to review course syllabi as soon as they are distributed and to consult the faculty member promptly regarding any possible conflicts with observed religious holidays. If asked, the student should provide accurate information about the obligations entailed in the observance of that particular holiday. However, it is the responsibility of the student to complete any and all class requirements for days that are missed due to conflicts due to religious holidays. There may be circumstances that necessitate a departure from this policy. Feel free to contact the
WCAS at 617-552-3900 for consultation.

**Deadlines**
Assignments are due at the beginning of the class period on the specified dates. Late assignments will be graded accordingly. They will be marked down half a grade for each day it is late.

**Course Assignments**
Date Topic Reading/Assignments Due Date

| January 19: | Martin Luther King Holiday |
| January 26: | Digital Nation A virtual Frontier Frontline Chapter 1 Distracted by Everything Chapter 2 What's it Doing to Their Brains (each chapter is approximately 9 minutes) [http://www.pbs.org/wgbh/pages/frontline/digitalnation/view](http://www.pbs.org/wgbh/pages/frontline/digitalnation/view) Watch How Google Saved a School [http://www.pbs.org/wgbh/pages/frontline/digitalnation/resources/teachers/](http://www.pbs.org/wgbh/pages/frontline/digitalnation/resources/teachers/) Assignment. Keep a record of all of your social networking for the week. List dates and time you use social networking Ex: How much time do you spend texting during the day, where are you when you are texting, how much time do you spend on social platforms; ex: Facebook, Youtube, Twitter, Linkedin etc. Bring to Class. Write a 1 page review on Digital Nation; Chapters 1 and 2 |
| February 2: | Assigned Reading: Branding Yourself: How to Use Social Media Read Chapter 1, Welcome to the Party. Write a one page review of Chapter 1. Assignment 1: Conduct an online search of yourself and see what you find on the internet. Bring to Class |
| February 9: | Assigned Reading: The Huffington Post Complete Guide To Blogging, Chapters 1&2 The Circle, by Dave Eggers Book Review Due (2 pages) |
| February 16 | Blogging Assigned Reading: The Huffington Post Complete Guide to Blogging, Chapter 3 & 4 Assigned Reading: Branding Yourself: How to Use Social Media, Your Network Is Your Castle—Build It |
Read Emerson College social media class aims for Julian Edelman and the space Station astronauts
www.boston.com/yourcampus/news/emerson/2013/10patriots_wr_julian_edelman_tweets_he_hopes_to_visit_emerson_college_class_to_talk_social_media.htm
Assigned Reading: Branding Yourself: How to Use Social Media, chapter 5 - Twitter.

March 2     Spring Break

March 9     Interview a director of human resources at a company that interests you and ask how they use LinkedIn and other social media sites in their jobs. Write paper on findings. Read http://www.emergingedtech.com/2011/03/11-reasons-why-every-college-student-needs-a-linkedin-page/
Assigned Reading: Branding Yourself: How to Use Social Media Chapter 4 LinkedIn: Networking on Steroids

March 16    Assigned Reading: Branding Yourself: How to Use Social Media: The Basics: Creating a Personal Profile

March 23    Assigned Reading: Branding Yourself: How to Use Social Media: Read Chapter 7 - Bringing It All Together: Launching Your Brand

March 30    Assigned Reading: Branding Yourself: How to Use Social Media - III Promoting Your Brand in the Real World (9)

April 6     Assigned Reading: Branding Yourself: How to Use Social Media - Public Speaking (10)

April 13    Assigned Reading: Branding Yourself: How to Use Social Media: 12 Personal Branding: Using What You’ve Learned to Land Your Dream Job

April 27    No Class Patriot’s Day

May 4       Presentations

May 11      Final Paper due.