ADIT 134101 Social Media: To the Web and Beyond

Woods College of Advancing Studies


Wednesdays 6:00-9:15

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Office Hours: Virtual by appointment

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

Attendance at all classes is highly recommended; adding after the first class is difficult.

This course addresses current and forthcoming Social Media technologies, Web sites, software programs and mobile apps (iPhone and Android apps) with a special focus on privacy and security. Rich and interactive forms of communication, collaboration, and socialization are the heart of Social Media, but come at a price: privacy breaches, identity theft, cyber-stalkers and “online addictions” are among the many issues that we must grapple with. In this unique course students learn how to harness the power of Social Media while protecting themselves and guarding their privacy. Technologies covered in this course include Social Networking (Facebook, Google+, LinkedIn, Tinder, Snapchat, etc.); video and photo sharing (YouTube, Vimeo, Twitch, Instagram, Imgur, etc.); video games and virtual worlds (Minecraft, World of Warcraft, League of Legends, Second Life, etc.), as well as a forthcoming generation of Social Media technologies.

No auditors.

Textbooks & Readings (Required)
ONLINE DIGITAL TEXTBOOK

Book title: *Immersive Ed Virtual Learning Environment Edition*

Available for purchase through the BC Bookstore or online through Agora Portal.

e-Mail Group (Required)

Students collaborate through the ADIT134101 Google Group through the MT34801 Google Group

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<thead>
<tr>
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<th>ADIT 134101</th>
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Canvas

Canvas is the Learning Management System (LMS) at Boston College, designed to help faculty and students share ideas, collaborate on assignments, discuss course readings and materials, submit assignments, and much more - all online. As a Boston College student, you should familiarize yourself with this important tool. For more information and training resources for using Canvas, click here.

Course Objectives

1. This is an Immersive Education course in which students will be taught the tools (online discussion groups, Audio Whiteboards, blogs and virtual worlds) to complete this Immersive Education class and other Immersive Education classes.

1. Students will develop specific skills and competencies using the most current social media software that is currently universally available. Application will include, but are not limited to, Facebook/My Space/Google+, Twitter, Photo Sharing, Video Sharing, Blogs, Wikipedia, Mashups, Virtual Worlds and future technologies.

1. Students will develop critical thinking and cultural understanding while evaluating and reporting on competing collaborative web based software applications based the application’s technical merits as well as global appeal.

1. The student will demonstrate competency, across cultural settings and will learn the impact of culture, gender, socioeconomic status and age in the Internet age in regards to social media and Virtual Worlds. In particular, what effect social media has on particular genders, age groups and cultures and evaluating which applications may have higher/lower appeal to each of those groups.

1. The student will demonstrate ethical knowledge, pertaining to how the Internet has as altered the way society behaves and what responsibility the individual has in this medium by their blog assignments and activities in Virtual Worlds. Students will have a particular focus on the ethics of using social media and web 2.0 technologies and what impacts that have on individuals as well as organizations and corporations.

Grading

The following input will be used in assessing each student’s letter grade for the course:
- Punctual attendance (required).
- Participation in class discussions via audio whiteboard, google groups and virtual worlds.
- Weekly homework assignments posted via blog.
- Midterm
- Final

The undergraduate grading system for Woods College is as follows:

A (4.00), A- (3.67)
B+ (3.33), B (3.00), B- (2.67)
C+ (2.33), C (2.00), C- (1.67)
D+ (1.33), D (1.00), D- (0.67)
F (0.00)

The graduate grading system for Woods College is as follows:

A (4.00), A- (3.67)
B+ (3.33), B (3.00)
B- (2.67), passing but does not count toward degree
C (2.00), passing but not for degree credit
F (0.00)

All students can access final grades through Agora after the grading deadline each semester. Students who complete course evaluations can access grades earlier, as they are posted.

**Deadlines and Late Work**

Assignments are due at the beginning of the class period on the specified dates. Late assignments will be graded accordingly.

**Course Assignments**

This is a three credit class that meets for 3 hours and 15 minutes.

In addition we will make use of chat sessions on audio whiteboard, google groups, virtual worlds and class blog per outline below.

It is expected that 6 hours per week of your study time out will be spent on out of class assignments and exercises. The nature of these assignments will be in relation to the topic but may vary with topical issues as they arise. Please note that some weeks will require more time and some weeks less time but the average is approximately 6 hours per week over the semester.

**Course Schedule**

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<tr>
<th>Date/Week</th>
<th>Topic</th>
<th>Reading/Assignments</th>
<th>Due Date</th>
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May 17 | Introduction | Instructions for online meeting will be sent via BC email | May 17 attendance is required
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May 19 | Immersive Education and Virtual Worlds | Approx. 6 hours of reading and assignments will be given in class time and posted online | May 24
May 24 | My Space, Facebook, Google Plus | Approx. 6 hours of reading and assignments will be given in class time and posted online | May 26
May 26 | Flickr and Photosharing | Approx. 6 hours of reading and assignments will be given in class time and posted online | May 31
May 31 | YouTube and Online Video | Approx. 6 hours of reading and assignments will be given in class time and posted online | June 2
June 2 | Minecraft and Google Docs | Approx. 6 hours of reading and assignments will be given in class time and posted online | June 7
June 7 | Midterm | MIDTERM EXAM |
June 9 | Tumblr | Approx. 6 hours of reading and assignments will be given in class time and posted online | June 14
June 14 | Wikipedia | Approx. 6 hours of reading and assignments will be given in class time and posted online | June 16
June 16 | Mashups and Social Media on the Horizon | Approx. 6 hours of reading and assignments will be given in class time and posted online | June 21
June 21 | Reddit and Twitter | Approx. 6 hours of reading and assignments will be given in class time and posted online | June 23
June 23 | FINAL EXAM | FINAL EXAM |

**Written Work**

Woods College students are expected to prepare professional, polished written work. Written materials must be typed and submitted in the format required by your instructor. Strive for a thorough yet concise style. Cite literature appropriately, using APA, MLA or CLA style per your instructor’s requirements. Develop your thoughts fully, clearly, logically and specifically. Proofread all materials to ensure the use of proper grammar, punctuation and spelling. For writing support, please contact the Connors Family Learning Center.

**Attendance**

Attending class is an important component of learning. Students are expected to attend all class sessions. When circumstances prevent a student from attending class, the student is responsible for contacting the instructor before the class meets. Students who miss class are still expected to complete all assignments and meet all deadlines. Many instructors grade for participation; if you miss class, you cannot make up participation points associated with that class. Makeup work may be assigned at the discretion of the instructor. If circumstances necessitate excessive absence from class, the student should consider withdrawing from the class.
Makeup and late assignments will be subject to a late penalty relative to the time of the late submissions. Students who miss than 3 classes are strongly encouraged to withdraw from the course and resume when their schedule allows. Contact the instructor as soon as possible after a missed class.

Consistent with BC’s commitment to creating a learning environment that is respectful of 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 their academic status. Students are responsible for reviewing course syllabi as soon as possible, and for communicating with the instructor promptly regarding any possible conflicts with observed religious holidays. Students are responsible for completing all class requirements for days missed due to conflicts with religious holidays.

**Accommodation and Accessibility**

Boston College is committed to providing accommodations to students, faculty, staff and visitors with disabilities. Specific documentation from the appropriate office is required for students seeking accommodation in Woods College courses. Advanced notice and formal registration with the appropriate office is required to facilitate this process. There are two separate offices at BC that coordinate services for students with disabilities:

- **The Connors Family Learning Center (CFLC)** coordinates services for students with LD and ADHD.
- **The Disabilities Services Office (DSO)** coordinates services for all other disabilities.

Find out more about BC’s commitment to accessibility at [www.bc.edu/sites/accessibility](http://www.bc.edu/sites/accessibility).

**Scholarship and Academic Integrity**

Students in Woods College courses must produce original work and cite references appropriately. Failure to cite references is plagiarism. Academic dishonesty includes, but is not necessarily limited to, plagiarism, fabrication, facilitating academic dishonesty, cheating on exams or assignments, or submitting the same material or substantially similar material 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. Please see the [Boston College policy on academic integrity](http://www.bc.edu/sites/accessibility) for more information.

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