**INTS 4388 –Special Topics: Social Media Revolution**

Winter Intersession – 2013-2014

Instructor: Professor David Arditi

Meets M/T/W/TH/F 1-4:45pm University Hall 08

contact information

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Description

Google is omnipresent. Facebook connects friends. Twitter creates instant journalism. But how have social relations changed? Frequently, the new represents “the good,” progress and revolution, but in hindsight new media often do not change much, if anything, at all for the lives of most people. Worse yet, new media often become the tools of power.

This course will look at the hype versus the reality of social media. Students will critically examine the rhetoric surrounding the so-called social media revolution occurring around the world. The course will explore historical moments of media revolution in terms of the material effects on society.

Student Learning Outcomes for Course

Students will demonstrate the ability to:

* Identify the constituent parts of social media.
* Understand how meaning is created about new media.
* Critique the way that power operates with digital media.
* Distinguish the social media from mass media.
* Examine issues of privacy on digital networks.
* Situate social media within the broader picture of global capitalism.

Textbook and Other Course Materials Requirements

Books for purchase:

Agger, Ben. 2011. *Oversharing: Presentations of Self in the Internet Age*. New York, NY: Routledge.

Mattelart, Armand. 2000. *Networking the World, 1794-2000*. Minneapolis, Mn.: University of Minnesota Press.

Grading Policy

The following scale will be applied to both individual assignments and to the course grade as a whole:

**A= 90-100** points. An “A” reflects consistent excellence in the course, strong initiative, and the student’s commitment to his or her own learning and success.

**B=80-89** points. A “B” reflects work that is consistently above the minimum.

**C=70-79** points. A “C” reflects minimum proficiency in the main objectives of the course.

**D=60-69** points. A “D” reflects the fact that a student has not adequately engaged with the material of the class or has not given the instructor a sufficient basis for judgment because of unexcused failure to complete course work.

**F=<60** points. A failing grade will typically reflect missed assignments, academic honesty violations, and/or a lack of engagement with the course.

Grading rubrics will be made available for each assignment and will be posted in electronic form on the Blackboard page for each assignment. Students should consider the rubrics as guidelines for the expectations of the assignment and be aware that their grade will depend on fulfilling the criteria set forward in the rubric.

The student’s grade for the course will be based on the following:

|  |  |
| --- | --- |
| **Individual** | **Points** |
| Final Essay – the final paper will be a short research paper that focuses on your engagements with the texts from the semester. | 30 |
| Social Media Group Project – students will be split into team. Each team will be responsible for developing a social media plan for the Interdisciplinary Studies Program. | 30 |
| In-class participation exercises, Attendance, etc. | 40 |
| **Total** | **100** |

**Late Work Policy**

* All due dates on the syllabus are firm and are defined to the minute.
* **Late work will not be accepted**

**Exceptions may be made when students present documentation of an unforeseeable, significant, and unavoidable situation that prevented their completion of the assignment on time.**

**The Instructor reserves the right to modify assignments with due notice.**

Attendance Policy

Attendance at class meetings is vital to student success and attendance at every session is the default expectation for the course. Students are expected to actively engage in class discussions to demonstrate reading and comprehension. Participation is also a vital part of the learning process. Since this is a winter term with longer classes, it is vitally important to attend class. This expectation will be backed up with in-class quizzes and assignments that will be given only in class.

* Since this course is a short winter course, attendance is mandatory. You will lose 10 points per day missed unless you have a documented illness, surgery or death in the family.
* Each four hour class will be split-up into segments. On most days there will be allotted time in a computer lab for research on your final paper.

## Drop Policy

**The last Day to Drop is January 3, 2014.** Students may drop or swap classes (adding and dropping a class concurrently) through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. **Students will not be automatically dropped for non-attendance**. Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (<http://wweb.uta.edu/ses/fao>).

Academic Dishonesty

**Academic Integrity:** students enrolled in this course are expected to adhere to the UT Arlington Honor Code:

*I pledge, on my honor, to uphold UT Arlington’s tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.*

*I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.*

Instructors may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System *Regents’ Rule* 50101, §2.2, suspected violations of university’s standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student’s suspension or expulsion from the University.

Student Support Services Available:

UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to [resources@uta.edu](mailto:resources@uta.edu), or view the information at [www.uta.edu/resources](http://www.uta.edu/resources).

Americans with Disabilities Act

The University of Texas at Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including the *Americans with Disabilities Act (ADA)*. All instructors at UT Arlington are required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. Any student requiring an accommodation for this course must provide the instructor with official documentation in the form of a letter certified by the staff in the Office for Students with Disabilities, University Hall 102. Only those students who have officially documented a need for an accommodation will have their request honored. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at [www.uta.edu/disability](http://www.uta.edu/disability) or by calling the Office for Students with Disabilities at (817) 272-3364.

E-Culture Policy

The University of Texas at Arlington has adopted the university email address as an official means of communication with students. Through the use of email, UTA is able to provide students with relevant and timely information, designed to facilitate student success. In particular, important information concerning registration, financial aid, payment of bills, and graduation may be sent to students through email.

Students are responsible for checking their UTA email regularly, and the instructor will not be responsible for missed messages sent to UTA email accounts.

Student Feedback Survey

At the end of each term, students will be asked to complete an online Student Feedback Survey (SFS) about the course and how it was taught. Instructions on how to access the SFS system will be sent directly to students through MavMail approximately 10 days before the end of the term. UT Arlington’s effort to solicit, gather, tabulate, and publish student feedback data is required by state law; student participation in the SFS program is voluntary.

**COURSE CALENDAR—Summer 2013**

\*Note – Reading assignments should be done by the day that they are listed on the syllabus

Monday, December 16

* Introductions

Tuesday, December 17

* boyd, danah – [Viewing American class divisions through Facebook and MySpace](http://www.danah.org/papers/essays/ClassDivisions.html)
* boyd, danah – [Why Web2.0 Matters: Preparing for Glocalization](http://www.zephoria.org/thoughts/archives/2005/09/05/why_web20_matte.html)

Wednesday, December 18

* Mattelart – Chapters 1 + 2

Thursday, December 19

* Mattelart – Chapters 3 + 4

Friday, December 20

* Mattelart – Chapter 5 + 6

Thursday, January 2

* Mattelart – Chapter 7 and Conclusion

Friday, January 3

* Christian Fuchs – “Critique of the Political Economy of Web 2.0 Surveillance” (Blackboard)

Monday, January 6

* Agger – Preface and Chapters I-III

Tuesday, January 7

* Agger –Chapters IV-VI

Wednesday, January 8

* Tiziana Terranova – “Free Labor” – (Blackboard)

Optional

* Morris - Artists as Entrepreneurs, Fans as Workers (Blackboard)

Thursday, January 9

* Mark Andrejevic – “Estranged Free Labor” (Blackboard)

Friday, January 10

**Final Exam due before 5pm via email**

“*As the instructor for this course, I reserve the right to adjust this schedule in any way that serves the educational needs of the students enrolled in this course.” –David Arditi*