Comm 6326: Seminar & Practice in New Media  
Tuesday 6:00-8:45  
Fall 2018

Instructor: Dr. Erica Bailey  
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Office: Library B316  
Office Hours: MW: 12:00-1:00, TR: 12:15-2:30, and by appointment

Course Description
This course is devoted to research on new media technologies as it relates to psychological aspects of human-computer interaction (HCI) and computer-mediated communication (CMC). Theories and empirical research will be used to explore trends in research and best practices of new media in strategic communication.

Required Course Materials
• Blackboard – Readings, assignments, announcements, and grades will be posted on Blackboard.  
• Angelo State E-mail - You should have access to your Angelo State E-mail account. You are responsible for reading and, if necessary, responding to e-mails from me. I send e-mails through Blackboard to the class regarding homework, exams, etc.

Assignments and Grading
Class Participation 15%  
Reading Summary/Critique (3 total, 5% each) 15%  
Discussion Questions 30%  
One-pagers 10%  
Final Project 30%

Class Participation:
Since the success of this seminar is heavily contingent upon effective participation from all those present, 15% of the final grade is devoted to the quality of your class participation. Not only your presence in class, but also your level of preparedness (keeping up with the readings, lectures, etc.) and the caliber of your comments will be included in this score.

Reading Summary:
Students will take turns presenting summary/critiques of assigned readings. Each student is expected to distribute a 1-2 page handout and make a ten minute presentation of THREE of the assigned readings in separate class meetings, followed by questions from the instructor and fellow classmates. This exercise will account for 15% of your final grade in the course.
Discussion Questions:
Every student should email in advance (deadline: Monday 6pm) at least one question about each of the assigned readings. Clearly identify the article on which your question is based. That is, if a given class meeting has three articles assigned, each student is required to submit at least three questions prior to that meeting. However, if you are presenting a summary/critique of one of those articles, you need not submit a question about that article, but should submit questions relating to the other articles assigned for that class meeting. Class discussions will center on these questions so try to be open-ended in your queries. Try also to incorporate concepts from other classes and readings outside the class. Discussion questions will account for 30% of the grade and will be based on their relevance to the class as well as the level of profound curiosity. A question that is thoughtful as well as thought-provoking will be awarded full points whereas one that perfunctorily seeks factual answers will be awarded minimal points, if at all. In general, successful questions tend to be theoretically rigorous (i.e. frame the question around the “how” and “why” a certain phenomenon occurs), concretize concepts through everyday examples of human interaction with new media, and post a testable hypothesis for future research.

One Pagers:
The goal of this exercise is to encourage creative thinking about technology and new media. Each student is required to submit a one-page musing (in the form of a story, poem, satire, whatever) about two topics. During most class meetings, the instructor will announce a one-pager topic for the following class. All students are not required to respond to all topics; two submissions over the entire semester will do. Grading will be based on the degree of creativity, cleverness, and imagination in each of the two submissions.

Final Project:
Students will have the option to complete a final research paper or a social media marketing strategy accompanied by a smaller paper. These will be individual projects. Details will be spelled out later in the semester.

Course Policies

Honor Code
Violations of academic integrity are very serious matters and are clearly documented in the ASU Student Handbook. The work a student submits in a class is expected to be the student’s own work and must be work completed for that particular class and assignment. Plagiarism means intentionally or knowingly representing the words or ideas of another as one’s own. This may include your own previous work. Plagiarism includes quoting or paraphrasing from other sources without acknowledging/citing the source of your information or presenting quoted material as your own words. You must be very clear about attribution of sources and you must know how to cite sources in a paper. Please see full Honor Code Policy at https://www.angelo.edu/student-handbook/code-of-student-conduct/misconduct.php
You do not want to end your graduate career by attempting a shortcut. If you have any questions about academic integrity or plagiarism, please consult Dr. Bailey to discuss it further.

**Academic Disability Statement**
Angelo State University complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. If you suspect that you may have a disability (physical impairment, learning disability, psychiatric disability, etc.), please contact the Dean of Student Life and Student Services at 942-2191. See this webpage for more information: http://www.angelo.edu/services/disability-services/ If you need disability accommodations in this class, please see me as soon as possible.

**Grade Appeal Process**
As stated in Angelo State University Operating Policy and Procedure (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see the Student Handbook, accessed at: http://www.angelo.edu/student-handbook/

**Religious Holy Days Policy**
Religious holy day” means a holy day observed by a religion whose places of worship are exempt from property taxation under Texas Tax Code §11.20. A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. The instructor will work out a schedule with the student on how required class work can be completed.

**Email/Telephone Policy**
Your concerns are important to me, but understand that I also have other responsibilities to Angelo State and personal obligations. Although I will try to respond to email requests and telephone messages as quickly as possible, it may take up to 48 hours for me to draft a response during the week (longer in certain cases and on weekends). Please take this into consideration when you contact me, though I will try to respond to emergencies, etc., as quickly as possible.
Course Schedule (subject to change)

Wk 1  INTRODUCTION & OVERVIEW
Wk. 2  RESPONDING SOCIALLY
Wk. 3  USES AND USABILITY
Wk. 4  MAIN MODEL
Wk. 5  MAIN MODEL CONT.
Wk. 6  PROPOSALS
Wk. 7  TECHNOLOGY AND DEPENDENCY
Wk. 8  TECHNOLOGY AND SELF
Wk. 9  SOCIAL MEDIA MARKETING
Wk. 10 CRISIS MANAGEMENT
Wk. 11 TBA
Wk. 12 BRAND LOYALTY
Wk. 13 MEASUREMENT
Wk. 14 STUDENT'S CHOICE
Wk. 15 PRESENTATIONS