COMM/FILM/PCUL 2F00: New Media Literacy
Brock University
Department of Communication, Popular Culture and Film
Spring 2015: Online Course

Course Hashtag: #comm2f00

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COURSE DESCRIPTION

This online course addresses new media literacy from a two-fold perspective: 1) as practical training in a basic repertoire of skills and tools essential to functioning in new media environments and 2) as critical analytical training in the key issues and theories related to the contemporary information age. Students are thus required to think critically about new media and to situate its practices and tools within broader social contexts through learning and using the very tools that are the object of study. This form of engaged and reflective pedagogy not only allows students to acquire practical skills and a foundation in the theories and issues related information age post-industrial society but enables them to do so in a manner that requires self-directed research, training, collaboration, and critique.

COURSE OUTCOMES

- Develop critical thinking and analytical skills in relation to digital media literacy.

- Identify simple theoretical concepts and methodological approaches in digital culture.

- Understand the myriad of issues shaping digital culture, and digital cultural production and consumption practices.

- Reflect on one's own participation in digital culture.

- Develop on-line communication and collaborative skills.

COURSE READINGS

Course readings are available on Sakai.

***PLEASE NOTE: SAKAI CONTENT WILL OPEN MAY 4TH ***

HOW THIS COURSE WORKS

- This course is a modified version of a full year course. This means you are completing the work required to earn a full year credit in ten weeks. For this very reason, the course moves at a rapid pace and has very specific expectations.

- Everything you need to know about the course is in the syllabus. This document provides you with a schedule of the required readings for the term, in addition to a forum discussion schedule and assignment schedule with firm due dates.

- Each week you are responsible for completing the assigned readings and participating in an online discussion forum on Sakai.

- Assignment instructions and rubrics will be made available on Sakai. There are 3 in total. Assignments are assigned at the start of each module. Please see 'Course Structure' below for more information.

OUR ROLE

- This course has one instructor, two teaching assistants, and several grading assistants to facilitate the course delivery and the grading.

- Our goal for this course is to facilitate a positive online learning experience for you.

- We are here to guide learning about New Media Literacy, but also help you learn how to learn in a virtual environment.

- We will not chase down students who are not contributing or doing the work.

- We will be available to you if you need help with the course material – themes and issues in the readings, the assignments, or any technical issues.

YOUR ROLE

- It is your responsibility to understand the requirements, expectations, and policies of the course. All of this information is available in the syllabus.

- We encourage you to create a schedule for yourself: map out and organize when you will work on this course. Consider how completing the course will fit into your daily schedule.

- The course moves at a rapid pace. To succeed, you will need to stay on top of required tasks and assignments.

- Please ensure that you are familiar with the layout of Sakai. Information on where/how to find material on Sakai is provided in the syllabus.

COURSE STRUCTURE

- This course is divided into 3 modules:

  Module 1 - From the Information Highway to Social Media

  Module 2 - Digital (In)Equalities

  Module 3 – Digital Divides

- Content for each module, specifically the weekly summaries and assignment instructions will be made available at the start of each module.

  Module 1 (Weeks 2, 3, 4) - Monday, May 11 at 12:00 pm

  Module 2 (Weeks 5, 6, 7) - Monday, June 1 at 12:00 pm

  Module 3 (Weeks 8, 9,10) - Monday, June 22 at 12:00 pm

COURSE POLICIES

TECHNICAL INFRASTRUCTURE

- This is an online course. The internet (and Sakai specifically) is the primary means through which you will access course content, interact in forum discussions, and submit assignments.

- A technical difficulty does not warrant an extension. Please keep this in mind and plan accordingly. A late assignment is a late assignment

- We advise that you complete all that is required in advance of the due date should you run into problems, especially technical problems. It is your responsibility to ensure that you complete all required tasks and assignments by the due date and time.

COURSE SYLLABUS

- The course syllabus provides pertinent course information, including official course policies, a schedule of all the required readings for the course, a Saki forum schedule and assignment schedule with firm due dates.

COURSE READINGS

- We recommend completing all your readings before the start of each week, which gives you time to think about what you've read and why it's significant to the course, the forum discussions, and the assignments.

- Weekly readings as outlined in the syllabus might be supplemented with additional material, such as videos.

COURSE ASSIGNMENTS

- Assignment due dates are provided at the start of the course.

- Assignment instructions are provided at the start of each module. There are three in total.

- Be proactive: read assignment instructions carefully, understand assignment requirements and clarify any grey areas.

- It is advised that you start early and read the course material pertaining to the assignment.

- There are specific forums dedicated to each assignment (i.e. Assignment #1, Assignment #2, Assignment #3). In these forums you can post questions and brainstorm with classmates. Please post questions in the appropriate forums.

- Assignment Forums are very different from the Discussion Forums. Please make sure you are posting in the correct forums.

- Please see the "Course Assignments" tab in Sakai for all necessary information pertaining to the assignments.

ASSIGNMENT DUE DATES

- Late assignments will receive a grade of zero unless accompanied by appropriate documentation. No exceptions will be made.

- Assignments must be submitted via Sakai by the due date and time.

- Once the assignment submission locks, you will no longer be able to submit and the assignment will be considered late and will receive a grade of 0. It is advised that you submit assignments well in advance of the due date time.

- A technical problem does not warrant an extension.

SUBMITTING ASSIGNMENTS

- Assignments for the course are submitted online through Sakai and only Sakai.

- To submit assignments please go to the "Assignment Submission and Feedback" tab in Sakai. Click on the specific assignment, and click 'Add Attachments'.

- Assignments sent via email will not be accepted and receive a grade of 0.

- All assignments must be uploaded as a .doc file

  - Convert a Pages document into a word .doc by going to the menu bar and choosing: 'File' – 'Export'– 'Word'

- Files that cannot open and/or incorrect files will receive a grade of 0. We will not be chasing down assignments. It is your responsibility to ensure that you submit the assignment by the due date time.

- Check and double check to ensure that the assignment file is attached and the correct file(s) submitted. When you submit, go back and double-check that the file attached correctly. It is your responsibility to ensure that your assignment has been submitted correctly.

GRADING

- This course has a number of grading assistants to facilitate the grading of assignments. Should you have any questions, please be in touch with your point of contact (see 'Point of Contact' below).

- Please allow a two-week turn around for assignment grading.

- To view assignment feedback, please go to the "Assignment Submission and Feedback" tab in Sakai and click on the specific assignment. There you will see a box containing marker-grader feedback.

- To view course grades, please go to the "Gradebook" tab in Sakai.

- Remember: One does not start out with a perfect score. Marks are not lost because points are taken off. Grading begins at zero and marks are allotted based on the demonstrated mastery of the assignment.

- Should you have a discontent concerning an assignment grade, please write a short response to the grading comments and in light of the assignment rubric. If your appeal for reconsideration merits a further examination, the instructor will be happy to do so.

FORUM DISCUSSIONS

- The online discussion forums are collaborative spaces of learning.

- These are spaces where ideas and experiences are shared and in confidence.

- When we enter into dialogue with one another and in these spaces, we do so with sensitivity and mutual respect.

- Disruptive behaviour will not be tolerated.

E-MAIL

- If you need to be in contact with the instructor or TA, please use e-mail (see 'Points of Contact' on Sakai to find out who you should contact).

- When you send e-mail, please identify the course number (COMM 2F00) in the subject heading, and include your full name and student number. There are hundreds of students taking this course and this information will enable us to respond to you promptly.

- If questions concerning course content and/or assignments are too complicated to address via email, you will be asked to set up a Skype meeting at a mutually agreeable time to discuss matters further.

- This is an online course but we are not available 24/7 via e-mail. We will respond to e-mails within 24 hours from Monday to Friday.

POINT OF CONTACT

- You will be advised as to whom your point of contact is, and you can reach them using the contact information we have provided. (To find out who to contact, see the 'Points of Contact' menu tab on Sakai)

- Please direct all course queries to your assigned point of contact.

GRADING SCHEME

Sakai Forum Participation	50%
Assignment 1	15%
Assignment 2	15%
Assignment 3	20%
	100%

SAKAI FORUM PARTICIPATION (50%)

In place of face-to-face interactions, we will be using a discussion forum on Saki. You will be assigned to a forum group and you will participate in weekly discussion threads.

- 50% of your mark for the course will come from weekly participation in discussion forums.

- The online forums begin immediately in week 1 and end in week 10 (10 weeks x 5%)

- The forums open Monday at 12pm and close the following Monday at 12pm, with the exception of week 1, the discussion forum will remain open for those registering late to the class.

- Important to note: once a forum closes you can no longer participate in it. No exceptions will be made.

- *Forum Schedule*: Please see the "Discussion Forum Schedule" tab on Sakai for the open/close dates and times.

- *Forum Groups*: Please see the "Discussion Forum Groups" tab to ensure that you are in a group. If you cannot find your group, please contact the instructor.

- *Discussion Forums*: Please see the "Discussion Forums" tab in Sakai to access the forums. You should be able to access only one discussion forum

- Please note: Discussion Forums and Assignment Forums are different spaces. Please ensure that you are posting in the correct forums.

To earn 5% each week you are required to complete two tasks:

1. Respond to the weekly question in 150 words minimum. Responses that fall short of the required word length will not receive full marks (3.5%).

2. Respond to a group member's post. Responses must be written in sentences. One word replies are insufficient. (1.5%)

The grades for the discussion forums will be released after the completion of the forum in week 5 (so at the half way point in the course) and then again following the completion of the forum in week 10 (so at the end of the course). As long as you're following the above guidelines, then you're earning the marks without question.

The parameters around the discussion forums are non-negotiable.

- It is your responsibility to ensure that you participate in the weekly discussions and in accordance to the guidelines (i.e. minimum word length, responding to the question and to a group member).

- Once a forum closes, the opportunity to participate is lost. No exceptions will be made.

- Familiarize yourself with the discussion forum schedule.

- Be sure that you are part of a group. There are hundreds of students in the course and therefore, multiple discussion forums.

- You should be able to access only <u>one</u> group discussion.

- Please see the "Discussion Forum Groups" to make sure that you are in a group. If you are not, please contact the instructor immediately.

- Discussion Forums and Assignment Forums are different spaces. Please ensure that you are posting in the correct forums.

- It is advised that you keep copies of your forum postings in a word document, should anything go awry with Sakai.

DISCUSSION FORUM SCHEDULE

WEEK	START DATE/TIME	END DATE/TIME
Week 1	Monday, May 4 at 12 p.m.	OPEN
Week 2	Monday, May 11 at 12 p.m.	Monday, May 18 at 12 p.m.
Week 3	Monday, May 18 at 12 p.m.	Monday, May 25 at 12 p.m.
Week 4	Monday, May 25 at 12 p.m.	Monday, June 1 at 12 p.m.
Week 5	Monday, June 1 at 12 p.m.	Monday, June 8 at 12 p.m.
Week 6	Monday, June 8 at 12 p.m.	Monday, June 15 at 12 p.m.
Week 7	Monday, June 15 at 12 p.m.	Monday, June 22 at 12 p.m.
Week 8	Monday, June 22 at 12 p.m.	Monday, June 29 at 12 p.m.
Week 9	Monday, June 29 at 12 p.m.	Monday, July 6 at 12 p.m.
Week 10	Monday, July 6 at 12 p.m.	Monday, July 13 at 12 p.m.

ASSIGNMENTS (50%)

ASSIGNMENT 1 (15%)   **DUE**: Monday, June 1st at 11:45 p.m.

Assignment 1 instructions will be released on May 11th.

ASSIGNMENT 2 (15%)   **DUE:** Monday, June 22nd at 11:45 p.m.

Assignment 2 instructions will be released on June 1st.

ASSIGNMENT 3 (20%)   **DUE:** Monday, July 13th at 11:45 p.m.

Assignment 3 instructions will be released on June 22nd.

MONDAY, MAY 4, 2015.

WEEK 1: An Introduction to the Course

Welcome to the course! Please read the syllabus, understand the course structure and your responsibilities as a student and familiarize yourself with the layout of Sakai.

MODULE 1: FROM THE INFORMATION HIGHWAY TO SOCIAL MEDIA

MONDAY, MAY 11, 2015.

WEEK 2: The Web 26 Years Later

KEY TERMS: World Wide Web, the internet, technological determinism

 "World Wide Web Timeline." *PewResearch Internet Project*. 11 March 2014. http://www.pewinternet.org/2014/03/11/world-wide-web-timeline

Bump, Philip. "From Lycos to ask Jeeves: Tracking the 20 most popular web sites every year since 1996." *The Washington Post*. 15 Dec. 2014. http://www.washingtonpost.com/news/the-intersect/wp/2014/12/15/from-lycos-to-ask-jeeves-to-facebook-tracking-the-20-most-popular-web-sites-every-year-since-1996/?postshare=3731418734313256

MONDAY, MAY 18, 2015.

WEEK 3: From Consumers to Producers?

KEY TERMS: participatory culture, cultural production, user-generated content, the audience, producer/produser

Bird, Elizabeth.S. "Are we all produsers now? Convergence and media audience practices." *Cultural Studies* 25 (2011): 502-516.

Rosen, Jay. "The people formerly known as the audience." *The Social Media Reader*. Ed. Michael Mandiberg. New York & London: New York University, 2012. 12-16.

MONDAY, MAY 25, 2015.

WEEK 4: The Language of Viral Media

KEY TERMS: meme, intertextuality, indexicality, templatability

Rintel, Sean. "Explainer: What are memes?" *The Conversation*. 13 Jan. 2014.
http://theconversation.com/explainer-what-are-memes-20789

Gleick, James. 'What defines a meme?" *Smithsonian Magazine*. May 2011.
http://www.smithsonianmag.com/arts-culture/what-defines-a-meme-1904778/?no-ist

Sparks & Honey. "Anatomy of a meme: From inside joke to viral celebrity." *BigThink*. 17 Jan.
2014. http://bigthink.com/amped/anatomy-of-a-meme-from-inside-joke-to-viral-celebrity

MODULE 2: DIGITAL (IL)LITERACIES

MONDAY, JUNE 1, 2015.

WEEK 5: TROLLS & SHAMERS

KEY TERMS: Twitter, social media, social network, publics, public shaming

Ronson, Jon. "How one stupid tweet blew up Justine Sacco's life." *The New York Times
Magazine*. 12 Feb. 2015. http://www.nytimes.com/2015/02/15/magazine/how-one-stupid-
tweet-ruined-justine-saccos-life.html?smid=fb-share&_r=0

McDonough, Katie. "Harassment: 'Was that really harassment and abuse? Or is that
discourse?'" *Salon*. 25 Feb. 2015.
http://www.salon.com/2015/02/25/twitter_ceo_talks_online_harassment_was_that_really_har
assment_and_abuse_or_is_that_discourse/

Hern, Alex. "Twitter announces crackdown on abuse with new filter and tighter rules." *The
Guardian*. 21 April 2015. http://www.theguardian.com/technology/2015/apr/21/twitter-filter-
notifications-for-all-accounts-abuse

MONDAY, JUNE 8, 2015.

WEEK 6: EMOTIONAL CONTAGION

KEY WORDS: Facebook, social networking, walled garden, immaterial labour, emotional
contagion

Goel, Vindu. "Facebook tinkers with users' emotions in news feed experiment, stirring outcry."
The New York Times. 29 June 2014.
http://www.nytimes.com/2014/06/30/technology/facebook-tinkers-with-users-emotions-in-
news-feed-experiment-stirring-outcry.html

Crawford, Kate. "The test we can – and should – run on Facebook." *The Atlantic*. 2 Jul 2014.
http://www.theatlantic.com/technology/archive/2014/07/the-test-we-canand-shouldrun-on-
facebook/373819/

Gillespie, Tarleton. "Facebook's algorithm – why our assumptions are wrong, and our concerns are right." *Culture Digitally*. 4 July 2014. http://culturedigitally.org/2014/07/facebooks-algorithm-why-our-assumptions-are-wrong-and-our-concerns-are-right/

MONDAY, JUNE 15, 2015.

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WEEK 7: DATAVEILLANCE

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KEYWORDS: big data, meta data, dataveillance, digital literacy

Merchant, Brian. "Looking up symptoms online? These companies are tracking you." *Motherboard*. 23 Feb 2015. http://motherboard.vice.com/read/looking-up-symptoms-online-these-companies-are-collecting-your-data

Vertesi, Janet. "My experiment opting out of big data made me look like a criminal." *Time*. 1 May 2014. http://time.com/83200/privacy-internet-big-data-opt-out/

Dewey, Caitlin. "How to see everything you've ever Googled (if you're so brave)." *The Washington Post*. 20 April 2015. http://www.washingtonpost.com/news/the-intersect/wp/2015/04/20/how-to-see-everything-youve-ever-googled-if-youre-so-brave/?hpid=z5

Watch: https://donottrack-doc.com/

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MODULE 3: DIGITAL DIVIDES

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MONDAY, JUNE 22, 2015.

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WEEK 8: TECHNO TRASH

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KEYWORDS: e-waste, obsolescence, cloud computing, environmentality

Hogan, Mél & Zeffiro, Andrea. (2015). "Out of Site & Out of Mind: Speculative Historiographies of Techno-trash." *New American Notes Online*. http://www.nanocrit.com/issues/7-2015/out-site-out-mind-speculative-historiographies-techno-trash

LeBel, Sabine. (2015). "Notes on Cool: The Temporal Politics of Friendly Monsters and the E-waste Aesthetic." *New American Notes Online*. http://www.nanocrit.com/issues/7-2015/notes-cool-temporal-politics-friendly-monsters-and-e-waste-aesthetic

CNN Labs. "This is what the Internet actually looks like: The undersea cables wiring the

Earth." 4 March 2014. http://www.cnn.com/2014/03/04/tech/gallery/internet-undersea-cables/

Watch: *The Light Bulb Conspiracy* . Dir. Cosima Dannoritzer. 2010.
https://archive.org/details/PlannedObsolescenceDocumentary

MONDAY, JUNE 29, 2015.

WEEK 9: SOCIAL DIVISIONS

KEYWORDS: digital divide, access, net neutrality, open internet

boyd, dana. "Inequality: can social media resolve social divisions? " *It's complicated: The social lives of networked teens*. New Haven & London: Yale University Press, 2014. 153-175.

Geist, Michael. "Statscan data points to Canada's growing digital divide." 5 Nov. 2013.
http://www.michaelgeist.ca/content/view/6989/135/

MONDAY, JULY 6, 2015.

WEEK 10: A MONOPOLY OF KNOWLEDGE

KEYWORDS: wiki, inclusionist, deletionist, monopoly of knowledge

Carr, Nicholas. "Questioning Wikipedia." *Critical point of view: A Wikipedia reader*. Ed. Geert Lovink and Nathaniel Tkacz. Amsterdam: Institute of Network Cultures, 2011. 191-202.

Peake, Bryce. "WP:THREATENING2MEN: Misogynist infopolitics and the hegemony of the asshole consensus on English Wikipedia." *Ada: A Journal of Gender, New Media & Technology* 7 (2015). http://adanewmedia.org/2015/04/issue7-peake/