Spring 2016: CMAT 465 – Communication and Technology
Tues/Thurs, 09:30AM—10:45AM | TETC 277
Course Policies

Course Website:
Canvas
http://communicationandtechnology.wordpress.com/

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Instructor Contact Information:
Dr. Vinita Agarwal
Associate Professor of Communication Arts
Office: Fulton Hall 272
Email: vxagarwal@salisbury.edu
OH: T/TH: 11:00AM-12: 15PM; 2:00PM-3: 15PM and by appointment
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Prerequisite
CMAT 101, 102, and junior standing.

Course Description
Examines innovations in communication techniques and applications. Topics include satellite and terrestrial based technology, conferencing, decision support systems, computer mediated communication and the impact of technology on the communication process and communicators. Prerequisites: C or better in CMAT 101, 102 and junior standing. Three hours per week with enhancement.

Learning Objectives
Communication and Technology is an interrogation of emerging and existing information and communication technologies (ICTs) as they shape organizational, social, and individual communication processes. In this course you will achieve this learning through a semester-long active engagement with community participants. Through the course of this partnership and through class readings, and discussions, students will undertake a rigorous and in-depth reflection on technology development, theory, application, and critique to cultivate the knowledge essential to be critical consumers of technology and to engage in its strategic application in a variety of organizational, social, personal, and professional contexts. Upon successful completion of the course, the student will be able to:
i. Articulate the issues and challenges shaping development of information and computing in a democratic system including net neutrality, privacy, freedom of speech, and control.
ii. Critique development of ICTs with their impact on communication processes in social, organizational, and individual contexts.
iii. Apply theoretical frameworks of technology including diffusion of innovations, social shaping of technology, and media richness theory among others to achieve strategic communication goals.
iv. Successfully complete in-class activities and assignments to demonstrate proficiency with:
    a. Application of select ICTs in individual, social, and organizational contexts through successfully completing class activities involving Microsoft Publisher, immersive game environments, app use/design or web-based collaborative tools.
    b. Deliberation of social and individual consequences of ICT design and implementation through the lens of theoretical frameworks to recommend innovative strategies that address gaps identified.

CMAT 465 Communication and Technology | Dr. Vinita Agarwal

      c.   Assessment and evaluation of implications of technology design and use, particularly with respect to achieving strategic communication goals, embodying ideals of a democratic society, and/or defining personal relationships and individual identity.

Required Readings
There are two required textbooks for the course:
➢ Seel, P. B. (2012). *Digital Universe: The Global Technological Revolution*. Boston: Wiley Blackwell. (Abbreviated: S)
➢ Browning, L.D., Saetre, A.S., Stephens, K.K., & Sornes, J-O. (2008). *Information and Communication Technologies in Action: Linking Theory and Narratives of Practice*. New York: Routledge (Abbreviated: BS3)
➢ Online readings made available through the Wordpress course website URL (Tab: "Readings")

Readings
The primary readings come from the required textbooks. These are supplemented as needed with key readings from a range of sources. Readings from contemporary sources (policy documents, international regulatory body documents, media critiques, and thought leaders) will provide a current, constantly evolving backdrop for discussions on contemporary debates and an anchor for applying theoretical perspectives. To facilitate informed discussion in-class, it is imperative that the readings are completed beforehand (i.e., before you come to class that day) and that each student is prepared to share their thoughts and perspectives on the reading material.

Multimedia Materials
Some materials are available as freeware online as indicated in the schedule; for others, as needed I will place personal copies on reserve at the Blackwell Library for a limited time check out. Please plan ahead to ensure you can access the book/media at an alternative time if it is checked out. Recommended web sites are provided on Canvas.

Equipment Policy
We will interrogate and as possible, use different forms of technology in this semester. Having a smartphone (Android or iOS) is recommended. Your participation in the course indicates your openness to participate in (and, thus, critique your participation in) various online and technologically mediated forms. You may use the Marantz audio flash recorder for audio recordings or video flip cameras for video recordings. These will be checked out (using your SU ID) from Media Services (Room 334, TETC, Hours: TR, 9 AM—11 PM, Fridays, 9 AM—5 PM and closed on Saturdays). This is available only for a day (late returns fined).

Copyright Statement
The content (lectures, assignments, handouts) are the property of the instructor and protected under copyright law. You may not publicly distribute or display or share my course materials or lecture notes without my written permission.

Attendance and Participation
Attendance is mandatory. As an intensive, immersive course involving deliberation, practice, application, and critique of technology in organizational, social, individual, and relational contexts, the course is designed to facilitate consistent engagement through the semester. Enthusiastic, engaged participation with all matters related to technology is expected; distracting or distracted behavior will be frowned upon. Thus you should strive to free your mind of any other tasks that may call for your attention during class time. Participation takes various forms: individual in-class, face-to-face, online, technological, and group/team work in-and out-of-class. Please do not request make-ups for missed

in-class participation. Participation is an important part of the learning experience and counts substantively toward your final course grade.

If an unforeseen issue necessitates prolonged absence (i.e., greater than six missed classes during the semester), evaluate your course standing and/or consider dropping the course in a timely manner. This is particularly important if you are a graduating senior. Any personal accommodations made during the semester will be at my discretion weighing individual circumstances against the principle of fairness to other class members. Please monitor your grades on Canvas regularly so you are aware of your performance. You have up to a maximum of one week or two class periods to bring any discrepancies to my attention for review.

Course Ethos
CMAT 465 is an advanced PR/HCS elective and discussion of theories and issues will proceed accordingly. I will strive to provide each of you with the resources and guidance necessary to achieve course objectives during class and office-hours and expect you to be an equal partner in your learning.

Deadlines, Late Policy, and Make-Ups
All assignments are due promptly at the beginning of class. Any assignment turned in after attendance has been taken will count as tardy and will be penalized by a 50% off full credit if turned in one calendar day late and will receive no credit if more than one day late. General guidelines include:
⇒ Monitor your grades regularly on Canvas. You have one week from the time grades are posted to bring any grade to my notice for review. After one week, the grade will be taken as final. Returned materials may be discarded if not collected from my office within a week.
⇒ Do not discuss grade-related matters at end of class or via email. Please stop by during office hours.
⇒ You are responsible for making up any missed work or content when permitted.
⇒ Pop quizzes may be given at the start, middle, or end of class and cannot be made up if missed.
⇒ Tardiness is unprofessional and habitual tardiness will result in loss of class participation points (tardy more than 4 times in a semester). Tardiness is defined as arriving after attendance has been taken or missing your attendance and falls under disruptive class behaviors.

Grading Policy
I strive to enter your grades within a week of their submission. You are responsible for monitoring your grade on Canvas. All grades are considered final after one week of being returned to class. Requests that bring up grade-related concerns more than a week old will not be reviewed. Grades can be revised upward/ or downward upon review. I do not keep records of class assignments more than a week after grades are returned. In general, "C" work meets the basic outlined criteria, "B" work does an excellent job of meeting the outlined criteria, and "A" work not only does an excellent job of meeting the outlined criteria, but also surpasses expectations to go beyond the outlined criteria. "D" work does not meet one of the basic criteria outlined for the assignment at an acceptable level, and "F" work is substandard and does not meet basic expectations on two or more of the outlined criteria.

Support Services
For trouble with your connection, access to the course website or the materials therein please contact IT at 410-677-5454, at TETC Room 113 or via email at helpdesk@salisbury.edu.

Emergency Policy
In the event of an emergency, announcements and information will be communicated via instructor email, Canvas course website, and SU's home page. Course-related information will be updated by the instructor on Canvas and course website and via university email.

Office of Student Disability Support Services (OSDSS)
The OSDSS provides guidance, access to resources, and accommodations for students with documented disabilities including: medical, psychiatric, and/or learning disabilities, and/or mobility, visual, and/or hearing impairments. They can be reached at 410-677-6536.

Academic Integrity
The CMAT department expects you have read and understand the University's policy as described in the *Student Policy on Academic Integrity* in your *SU Student Handbook* (www.salisbury.edu/Students/handbook/welcome.html) and thereby agree to honor these standards. Academic dishonesty as a serious offense and ALL incidences are subject to disciplinary action including, but not limited to, separation from the university.

Brief Assignment Description [Detailed handouts for each at appropriate times during the semester]
Course assignments are structured to promote consistent, in-depth, and critical engagement with the readings, lectures, and technologies that animate our world. The following five assignments include a mix of daily, weekly, and once-a-semester projects and exams through the semester.
⇒ *Technology Review*: *Once a semester, with a partner*. Using the (S) text for the day, discuss the reading with respect to technological development, scope, prevalence, and future directions.
⇒ *Case Study:* As part of Readings, Reflections, discussion facilitators upload 1-page summary and reflection of case study (CS) on Canvas before class starts. **Each student must bring the BS3 textbook to class on CS days.**
⇒ *Exam 1 & Exam 2: Once a semester, per date on syllabus*. Theoretical and application critiques of technological developments discussed through readings, lectures, exercises, and assignments until the class before the exam. Exam 2 is not cumulative.
⇒ *Readings, Reflection*: *Daily engagement*. Class exercises/activities/discussion may shift/be modified based on our class engagement. Can include pop quizzes during lecture.
⇒ *Field Engagement*: Observation, utilization, evaluation, and critique of technology in a field context.

Grading	
Assignment	**Total % Points**
➢ Technology Review	15%
➢ Exam 1 & Exam 2	25%
➢ Readings, Reflections	30%
➢ Field Engagement	30%

Grade Breakdown
A= 90.0% & above; **B**= 80.0%-89.0%; **C**= 70.0%-79.0%; **D**= 60.0%-69.0%; **F**= 59.0% & below
❖ Important Semester Dates: Jan 25th –May 10th: Session dates | Jan 25th: First day of classes| Jan 25th – Jan 29th: Add/drop| Mar 14th – Mar 18th: Spring Break | Apr 1st: Last day to Withdraw with a grade of (W)| May 10th: Last day of classes| May 11th: Reading day| May 12th –May 18th: Finals week| May 18th & 19th: Commencement

🔸 **Online Readings**: (all readings on schedule marked with this bullet point)
🔸 Accessible from our course Wordpress site: https://communicationandtechnology.wordpress.com/
   Tab: "Readings"

TENTATIVE SCHEDULE—SPRING 2016 CMAT 465—COMMUNICATION AND TECHNOLOGY	
Week 1	**Communication and Technology: Jan 26ᵗʰ & 28ᵗʰ**
Intro to Syllabus Computers Internet	**(T)** ▪ Intro to syllabus, learning goals, class structure, expectations ♦ Global VSAT Forum ♦ FCC, National Broadband Map ♦ Satellite Today **Reflections:** ▪ Strategic approach to conceptualizing change ▪ **Introduce Field Assignment: Community Guest** **(TR)** **Readings:** ▪ Ch. 1. (BS3). Media Choice and ICT Use ♦ Tim Berners Lee: Future of the WWW **Reflections:** ♦ **Introduce Field Assignment: Community Guest**
Week 2	**Tech Determinism and Complexification: Feb 2 & 4**
	(T) Set up observation schedule with organization. Choose context **Readings:** ▪ Ch. 1. (S). The Digital Universe: A "Quick Start" Introduction. ▪ Ch. 2. (BS3). Role of Credibility and Trust in ICT Studies **Reflections:** ▪ **How to make field observations** **(TR)** **Readings:** ▪ Ch. 2 (S). Thinking about Moore's Law ▪ Ch. 3. (BS3). Rogers' Diffusion of Innovations ▪ FCC 14ᵗʰ Video Competition Report [Read points # 1 to 10] **Reflections:** ▪ **How to conduct a needs analysis**
Week 3	**Critical Perspectives, History, and Semantics: Feb 9 & 11**
Critical Perspectives and the Mobile Web	**(T) Field work: Journals, observations, interviews, research goal.** **Readings:** • Ch. 3. (S). Critical Perspectives • Ch. 4. (BS3). A Garbage Can Model of ICT Choice ♦ The Mobile Web ♦ The Semantic Web Revisited ♦ Scientific American: "The Scientific Flaws of Online Dating Sites" **Reflections:** ▪ **How to identify barriers** **(TR) Field work: Get research goal approved.**

Internet History	**Readings:** • Ch. 4 (S). Internet and Web History • Ch. 5. (BS3). Impression Management and ICTs ✚ Tim Berners Lee, A Brief History of the Internet. **Reflections:** • Case 1
Week 4	**Theoretical Frameworks: Feb 16 & 18**
Theory Theory	**(T) Field work: Journals, observations, interviews.** **Readings:** ▪ MacKenzie, D., & Wajcman, J. (1999). Social Shaping of Technology ▪ Ch. 6. (BS3). Enactment and Sensemaking in Organizations **Reflections:** ▪ TR1 ▪ Case 2 **(TR) Identify Theoretical Framework** **Readings:** ▪ Ch. 5 (S). Internet Evolution ▪ Ch. 7. (BS3). Giddens' Structuration Theory and ICTs ✚ Daft, R. L., & Lengel, R. H. (1986). Organizational information requirements, media richness theory [Read pages 556—559] **Reflections:** ▪ TR2
Week 5	**Technologies of Collaboration: Feb 23 & 25**

Conferencing & Decision Support Systems | Theory
 	
Culture
	(T) Field work: Journals, observations, interviews.
	Readings:
	▪ Ch. 6. (S). The Web
	▪ Ch. 8. (BS3). Complexity Theories and ICTs
	   ✚ Stephen Talbott (1995). The Future Does not Compute [Read Ch. 10]
	   ✚ Conferencing Systems
	   ✚ A Brief History of DSS
	Reflections:
	▪ TR3
	
	(TR) Field work: Journals, observations, interviews.
	Readings:
	▪ Ch. 7. (S). Telecommunication and the "Flat" World
	▪ Ch. 9. (BS3). ICT and Culture
	Reflections:
	▪ TR4

Week 6	**Emerging Technologies: Mar 1 & 3**

	(T) Prep data: Transcribe observations, clean-up table, organize interviews for analysis
	Readings:
	   ✚ J.C.R Licklider, "Man-Computer Symbiosis" (pg. 1—20). [In Memoriam]
	   ✚ Lessig. (2006). [Read Ch. 6, "Cyberspaces," pp. 83—119]

	Reflections: ■ Case 3 **(TR) Prep data: Transcribe observations, clean-up table, organize interviews for analysis** **Readings:** ■ N/A **Reflections:** ■ Case 4
Week 7	**Review: Mar 8 & 10**
Exam 1	**(T)** **Readings:** ■ N/A: Exam review **Reflections:** ■ Case 5 **(TR)** ■ **Exam 1:** Covers all material (readings, lectures, discussions, assignments until 03/10). In-class.
Week 8	**Spring Break: Mar 14 & 18**
	No Class. Spring break ☺
Week 9	**Technology and Policy: Mar 22 & 24**
Net Neutrality Freedom of Expression	**(T) Draft analysis document—Table** **Readings:** ■ Ch. 9. (S). The Public and Private Internet ⬥ Harold Feld, "What does network neutrality look like today?" ⬥ Who Killed Network Neutrality?: Closing time for the open internet" ⬥ FCC, "The Open Internet" ⬥ American Library Association, "Network Neutrality" **Reflections:** ■ TR5 **(TR) Complete Draft analysis document—Table** **Readings:** ⬥ Kembrew McLeod. (2005). *Freedom of expression* [Read Chapter Four] ⬥ Freedom on the Internet [Available online. Read United States] **Reflections:** ■ Case 6
Week 10	**Technology and Policy: Mar 29 & Mar 31**
Privacy	**(T) Draft analysis document—Field observations** **Readings:** ■ Ch. 10. (S). Censorship and Global Cyberculture ⬥ Lessig. (2006). [Read Ch. 11] ⬥ Wireless Policy [Best Practices for LBS] **Reflections:**

Culture: Lens on Society	▪ TR6 ▪ Observations feedback: individual meetings **(TR) Complete draft analysis document—Field observations** ▪ Ch. 13. (S). Virtual and Augmented Worlds ▪ Lessig. (2006). [Read Ch. 12] **Reflections:** ▪ TR7
Week 11	**Technology, Property, and Identity: Apr 5 & 7**

Intellectual Property
 	
Digital Divide
	(T) Draft analysis document—Field interviews
	Readings:
	     ↓ Lessig. (2006). [Read Ch. 10]
	     ↓ Copyright basics
	     ↓ What is Copyright?
	Reflections:
	▪ Analysis feedback—individual meetings
	
	(TR) Complete draft analysis document—Field interviews
	Readings:
	▪ Ch. 11. (S). The Dark Side
	Reflections:
	▪ Case 7

Week 12	**The Future is Equal: Apr 12 & 14**
Wireless Technologies	**(T) Recommendations** **Readings:** ▪ Ch. 12. (S). Wired and Wireless Technologies ↓ Talbott. (1995). *The future does not compute.* [Read Ch. 9] **Reflections:** ▪ Case 8 **(TR) Recommendations** **Reflections:** ▪ Case 9 ▪ Work on recommendations: Individual meetings
Week 13	**Civic Networks: Apr 19 & 21**

Democracy and Dissent	**(T) Finalize field engagement**
	▪ Ch. 14. (S). The Future of the Digital Universe.
	     ↓ Howard Frederick, Emergence of Global Civil Society
	     ↓ APC
	     ↓ Rheingold, Mobile Media and Political Collective Action
	Reflections:
	• Case 10
	
	(TR) Finalize field engagement project
	▪ Exam 2 review
	▪ Feedback and field engagement review

Course Policies and Meeting Schedule: Spring 2016

Week 14	Collaborative Engagement & Critique: Apr 26 & Apr 28
Disseminate!	**(T) Field engagement presentation** • Field Engagement: Presentation **(TR)** • Field Engagement: Presentation
Week 15	**Collaborative Engagement & Critique: May 3 & 5**
Disseminate!	**(T) Field engagement presentation** • Field Engagement: Presentation **(TR)** • Field Engagement: Presentation
Week 16	**Exam 2: May 10**
Exam 2	**(T)** • Exam 2: All material (readings, lectures, discussions, and assignments) covered between 03/22—05/05). In-class.
Finals Week!	**Dates: May 12, 2016—May 18, 2016**
	Field Engagement: Paper due **Friday, May 13th, 10:45AM—1:15PM**

Due Dates At-A-Glance

1) <u>Tech Demo and Review:</u> Per syllabus, TR1=Feb 16th | TR2 = Feb 18th| TR3 = Feb 23rd| TR4 = Feb 25th| TR5 = Mar 22nd| TR6 = Mar 29th| TR7 = Mar 31st|

2) <u>Case Study (CS):</u> Per syllabus, CS1=Feb 11 | CS2=Feb 16 | CS3=Mar 1 | CS4=Mar 3 | CS5= Mar 8 | CS6=Mar 24 | CS7=Apr 7 | CS8=Apr 12 | CS9=Apr 14 | CS10=Apr 19

3) <u>Exam 1:</u> March 10th

4) <u>Exam 2:</u> May 10th

5) <u>Field Engagement Presentation:</u> Week 14: April 26th & April 28th | Week 15: May 3rd & May 5th

CMAT 465 Communication and Technology | Dr. Vinita Agarwal