

Comm 372T - New Media Technologies

Spring 2014

Instructor: Dr. Tim Anderson

email - tjanders@odu.edu

Class Meeting Times

Tues-Thurs 3pm-4:15pm

@ BAL 3056

Labs - These will happen at home, on your own time, with a few exceptions - help is available during office hours and by appointment.

Office Hours

Will be in BAL 3016 from Wednesday 10 am-12pm and by appointment (NOTE - This may change and I will announce it if I need to ASAP). I can also meet you in my office by appointment (please request via email)

Dr. Anderson's Tumblr - <http://commanderson.tumblr.com>

Course overview

This course is designed to acquaint you with how mass media has become micro through the convergence of information technologies and previously analogue media technologies. Throughout we will discuss how it has changed and will continue to change the nature of communication. Throughout, we will mainly focus on the role that digital technology and digital media play in our lives as everyday communicators.

Course objectives

This course will consist of lectures, written material, videos, films and labwork. Class discussions are crucial so you are expected to come prepared to share your views, listen intently to other opinions, take notes, and think critically. You should take responsibility for your own learning and actively participate.

Course texts

The Cluetrain Manifesto: 10th Anniversary Edition - Rick Levine, et. al. Basic Books; Anniversary Edition edition (June 30, 2009), ISBN-13: 978-0465018659 (The bookstore has had a hard time finding this, but it is available online through Amazon as both a paperback, hardback and Kindle

New New Media - Paul Levinson. Allyn & Bacon; 1 edition (September 5, 2009), ISBN-13: 978-0205673308

The Cluetrain Manifesto (Can be purchased through Amazon or read online, for free, at <http://www.cluetrain.com/book/>)

Strongly Recommended - Tackling Tumblr: Web Publishing Made Simple - Thord Daniel Hedengren

You MUST have access to the Internet as you will have a few other readings via Blackboard and, perhaps, email and/or Twitter as they are assigned.

Assignments

All written assignments are in my email inbox, tjanders@odu.edu on the date listed in the syllabus.

Late papers will be graded with feedback, but will receive only half credit for the work. Given the principle of fairness, late papers are undergoing this severe penalty, but it is better than no points. Papers submitted more than three calendar days late will NOT be accepted.

Grading

Students will be evaluated according to the following items:

Attendance and In-class participation - 12.5%

Lab Objectives (Six Objectives X 4%) = 24%

Exam I 14.5%

Exam II 19%

Exam III (Cumulative Final) 30%

Exams

There are three exams, two of which are midterms that will be administered in class during the class. The final exam will be administered during the final exam period and will be cumulative. The final exam date and time is determined by the University Registrar and I cannot change it.

Late Exams

I am loathe to offer exams at another time for anyone for any reason. You will be excused only for officially sanctioned university reasons (athletic events, university competitions, etc.), funerals involving family members, and medical emergencies (not the sniffles, hungover, etc.). All of these will necessitate documented verification. If you know you may miss an exam for these reasons let me know as soon as you know. Also, what this means is that you MUST talk to anyone that can affect your travel (i.e. parents, etc.). Just because a parent booked a flight doesn't mean I will change the time for your exam. I won't. Tell them that.

If for some reason you are unexcused and we agree after the fact that you may take a late exam and it does not fit the above criteria, the late exam will be penalized *one and one half letter grade per day it is late*. For example, if you were traveling to visit a parent and missed the exam is on a Thursday and you came back and we agreed to offer it on a Friday, the best you could do is 80 percent. After three days you will not be able to take the late exam and will receive a zero.

Class Participation

Class participation will be determined by attendance and verbal participation in class. You are allowed about three absences before it takes a toll on your mark. Each additional absence will lower your participation grade by a third of a letter grade. Furthermore, simply attending class does not guarantee you a perfect participation grade; you must actually participate in class. Your participation grade will also be lowered if you repeatedly arrive late to or leave early from class.

Lab Objectives

These are vital and lab fulfillment on the deadlines is mandatory to receive credit for these assignments. Each lab will have a fairly simple, distinct and discrete objective that must be met and sent to the instructor at tjanders@odu.edu . Please read the instructions and the double check the syllabus for deadlines.

Cheating and Plagiarism

There are no opportunities to plagiarize in this class, but you could cheat. That said, don't do it. If I catch you cheating the consequences will not be good and you could wind up getting kicked out of ODU. If you want to know what constitutes cheating, there's a list here: <http://orgs.odu.edu/hc/pages/WhatisCheating.shtml>

Furthermore, if you cheat and I catch you I will proceed as if you have violated the honors code and committed academic dishonesty, see <http://orgs.odu.edu/hc/pages/DisciplinaryProcedures.shtml>

In short, remember, it takes as much effort to study as it does to cheat. So don't cheat.

** ALL Communication majors/minors must earn a grade of C or better for the class to count toward their major.

Class Itinerary

Week 1 - Jan 14 - Jan 16 - The New Text - Database - ex Google and Search Engines

Note - On Jan 16 from 5pm-7pm there will be a special event

<http://www.andrewnormanwilson.com/artforumreview.html>

Read - "The Database as Symbolic Form" - Lev Manovich

View - [Google: What's Behind the Screen?](#)

Week 2 - Jan 21 - Jan 23 - The New You - End User - End User examples - Web 2.0 YouTube, Blogs

View - [Second Skin](#)

Read - [The Cluetrain Manifesto "95 Theses"](#) - <http://www.cluetrain.com/book/95-theses.html>, "Elevator Rap" - <http://www.cluetrain.com/book/elevator.html>, "Introduction" - <http://www.cluetrain.com/book/introduction.html>,

Lab Objective 1 at home - Research Your Passion, Get Your Hyperlinks, Send them To Me! Send tjanders@odu.edu your URL by Saturday, Jan 25 11:59PM - Important - **put "Lab 1" in the title of the email or receive no grade!**

Week 3 - Jan 28 - Jan 30 - The New Objective - Branding and Niche Communication

Read - The Cluetrain Manifesto Chapter 1, "Internet Apocalypso" - <http://www.cluetrain.com/book/apocalypso.html>,

Chapters 1, 2 and 3 Tackling Tumblr

Lab Objective 2 at home - Begin Your Blog, Make Your First Post, Send to tjanders@odu.edu your URL by Saturday, Feb 1 11:59PM

Important - **put "Lab 2" in the title of the email or receive no grade!**

Week 4 - Feb 4 - Feb 6 - The New Words 1 - Blogging and Writerly Publics

Read - The Cluetrain Manifesto Chapter 2 - "The Longing" <http://www.cluetrain.com/book/longing.html>,

Chapter 4 and 5 - Tackling Tumblr

Lab Objective 3 in class discussion with at home administration - Tagging, Quoting and Sharing Your Posts, Send to tjanders@odu.edu your URL by Saturday, February 8 at 11:59PM. Important - **put "Lab 3" in the title of the email or receive no grade!**

Week 5 - Feb 11 - Feb 13 - The New Words 2 - Semantic Web and Metadata

Read - The Cluetrain Manifesto Chapter 4 - "The Hyperlinked Organization" <http://www.cluetrain.com/book/hyperorg.html>

First Exam - Thursday, February 13

Week 6 - Feb 18 - 20 - The New Social 1 - How and Why Share. What to Share: An Open or a Walled Garden

Read - Levinson Chapter 5 & 11

Lab Objective 4 - Get a Twitter Feed and Begin to Find Followers and Learn about Hashtags, Send to Twitterhandle to tjanders@odu.edu by Friday - Feb 22nd, 11:59PM - Important - **put "Lab 4" in the title of the email or receive no grade!**

Begin to follow the class on Twitter at <http://twitter.com/NMTAnderson>

Week 7 - Feb 25 - 27 - The New Social 2 - Blogging and Microblogging and RSS

Read - Levinson Chapter 8 The Cluetrain Manifesto Chapters 4 - "Markets are Conversations" - <http://www.cluetrain.com/book/markets.html>

Week 8 - March 4 -6 -- The New Social 3 - Social Networks, Privacy and Conversations

Levinson Chapters 6 & 7

Week 9 - March 11-13 -Spring Break

Week 10 - No Class - March 18-20 (I'm out of town at a conference)

Week 11 - March 25 - 27 - The New Social 4 - Everyday Online Metrics: The why and how of understanding

Read - Chapter 6 - Tackling Tumblr

Lab Objective 5 - Getting Google Analytics Going, Send analytics code to tjanders@odu.edu on Saturday, March 29 by 11:59PM - Important - **put "Lab 5" in the title of the email or receive no grade!**

Week 12 - April 1 - 3 - A New Sensation 1 - Podcast Communities: Why Don't We Give it Away?

Read - Levinson Chapter 10
Tackling Tumblr Chapter 7

Week 13 - Apr 8 - 10 - A New Sensation 2 - YouTube Communities: Everyday Video

Second Exam on April 10

Read - Levinson Chapter 3
Tackling Tumblr Chapter 8

Week 14 - Apr 15 - 17- New Communities Part 1- Niche Communities: The How and the Why

Read - Levinson Chapter 12

Lab Objective 6 - Identify your niche and Search and Join... For Fun and Profit! - Report Will Be Due Monday, April 21 by 5pm at tjanders@odu.edu
Important - put **“Lab 6”** in the title of the email or receive no grade!

Week 15 Apr 22 - 24 - New Communities Part 2- Collaborative Intelligences and the Case of Linux

Read - “The Cathedral and The Bazaar” by Eric Raymond at <http://rfrost.people.si.umich.edu/courses/SI110/readings/IntellecProp/Cathedral-Bazaar.pdf>

Screening An OS Revolution

Week 16 - Apr 29 - The New Entrepreneur - The Creative Classes - New Professions and New Professionals

Read “Here Come The Creatives, And They are Re-Creating Our Economy” <http://www.creativeclass.com/rfcgdb/articles/The%20Reykjavik%20Grapevine.pdf>

“Entrepreneurship, Creativity, and Regional Development” http://www.creativeclass.com/rfcgdb/articles/Entrepreneurship_Creativity_and_Regional_Development.pdf

Screening or other activity -- TBA

Cumulative Final Exam - May 1, Thursday - 3:45pm-6:45pm