

MSP 2741 - Sec 700
Spring 2016
Introduction to Internet Studies
3 Credits

Instructor: Stephanie Palmieri
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Course Meetings: Online, asynchronous
Virtual meetings by appointment

Course Description:

This course is designed to give students the opportunity to plan and create a large-scale, long-term media project. In this course, students are asked to formulate the beginnings of a social movement. Students are expected to identify a cause they find important, champion that cause, and create a website and social media accounts aimed at promoting that cause. Important facets of this course include helping students to learn time management, how to plan a large-scale project, and how to break that project down into smaller, more manageable steps. Additionally, an aim of this course is to help students to better understand how the Internet and mobile technology can be and is used to produce social change.

Course Objectives:

- To provide students with a variety of resources related to web design, Internet studies, and current events in media and technology.
- To explore the social impact of the Internet and its influence on modern communication.
- To provide students with opportunities to engage with and consider media as both media consumers and producers.
- To provide students with opportunities to produce and receive feedback on visual and written methods of presentation.
- To enable students to create their own social movement through extensive planning, creation, and web design.
- To help students plan a large-scale, long-term project and to help students break down long-term goals into smaller, more manageable goals.

Required Texts

There are no required textbooks for this course. All of the readings for this course will be posted on the course website. For this online course, students will need consistent access to a computer and the Internet as well as a TU email account.

Course Website: <http://www.msp2741.weebly.com/>

The course website contains all assignment instruction sheets and rubrics, lessons and homework materials, homework examples, web resources, and course announcements.

Instructor Expectations:

Please note the following items are baseline expectations. These are the things you are supposed to do. Doing these things does not guarantee that you will receive an A in the course. The grades you receive on your work will also, in large part, be based on your writing ability, the quality of your work, the soundness of your planning, and your ability to follow directions.

I expect you to:

- Complete all assigned lessons and homework assignments.
- Participate in positive, compelling ways during peer critiques
- Seek out writing help from the writing center or me if necessary.
- Turn in all assignments on time.
- Treat all classmates and me with respect
- Contact me as soon as possible in the event of an extenuating circumstance

Course Policies

Attendance:

There will be no in class meetings or online synchronous meetings for this course. The entire course will be conducted online and asynchronously. I have provided due dates for all assignments. It is your responsibility to complete these assignments and submit them to the correct place by the appointed date and time.

Please remember, you have elected to take an online course. This online course has no in-class, in-person component. You are responsible for completing the course material and submitting all assignments on time.

Computer and Internet Access

Because this course takes place exclusively online, I expect that you will have consistent access to a computer and to the Internet. It is unacceptable to contact me and tell me that you cannot complete an assignment because your computer is broken or your Internet is down. Not only are the assignment due dates clearly stated at the outset of this course, but you should always be able to access a computer and the Internet since you are enrolled as Temple students and have access to campus resources. Additionally, many public libraries offer computer and Internet access and local restaurants often offer free wifi access.

Assignments:

Late assignments will not be accepted unless you are using a mulligan (see next page) or unless you have previously discussed an extenuating circumstance with me. If an extenuating circumstance arises, please email me as soon as possible to alert me of the situation. Extenuating circumstances include things like a death in the family or a severe illness. Please note, I reserve the right to deny you the opportunity to make up late work or receive points for late work.

Office Hours:

- **Email** - Please note that I will be as punctual as possible when responding to your emails, particularly those in which you ask an important question, need clarification, or need help of some kind. In most cases, I will be able to respond to your emails within 24 hours.
- **In-Person** – I will be holding in-person office hours from 1:00-2:00pm on Tuesdays and Thursdays in Wachman Hall outside of my classroom. I teach a course in Wachman 413 at 2:00pm. If you plan to attend these office hours, please email me to let me know.

Course Schedule: I reserve the right to change anything on the course schedule at any time. I will notify you if I make any changes. If I alter a due date, I will provide you will plenty of notice so that you can complete the assignment on time.

Announcements:

The course website has an announcements page. It is your responsibility to check this page frequently throughout the semester. Instead of flooding your email inboxes, I will post important course announcements on this page. I will send the occasional email to the class for particular urgent messages.

Feedback on Student Work:

I provide feedback on your work by posting comments directly on your blog, through email, and on rubrics. I will not comment on every single blog post you publish, but I will offer advice, help, and critiques through posts on several of the larger assignments.

Mulligan Policy:

- A mulligan is a redo that doesn't count as a penalty against you.
- In this course, I will offer you 2 mulligans. You may use these at your discretion; however, please note there are several assignments you may not use a mulligan on. The course schedule lists a yes or no next to each assignment so that you know which assignments you can and cannot use a mulligan on.
- You will have 1 week from the original due date to complete the assignment. That means if an assignment was due on Sunday, 2/7 by midnight, you will have until Sunday, 2/14 by midnight to complete the missed assignment.
- You must email me to let me know that you have completed the assignment and are using a mulligan. I will not go searching for it. You must email me.
- Your email will be titled: MSP 2741 - Mulligan - last name. So it would look like this MSP 2741 - Mulligan – Palmieri
- If you complete the assignment within the week allotted and email me once the assignment is completed, I will grade it, and it will count.
- If a lesson has multiple parts, like Lesson 3, you can use 1 mulligan for all 3 parts.

Instructor Notes:

In this course, there are a large number of assignments. Don't be alarmed. The course is broken down into frequent, small assignments in order to help you learn how to take a large-scale project and break it down into manageable parts.

If you complete the assignments and complete them on time, you will likely do well in this course. However, please note that every semester at least one person fails this course. The reason people fail this course is often, quite simply, they do not complete the work.

If you are experiencing an extenuating circumstance that prevents you from completing assignments in this course, please email me as soon as possible. *Extenuating circumstances include: a major illness, repeated hospital visits, a death in the family, or some kind of unexpected major upheaval in your life. In the event of one of these circumstances, I will work with you to get you back on track in this course.*

Withdrawal Policy:

Temple has specific policies for students who want to withdrawal from a course. You may want or need to withdrawal from a course for a variety of reasons Please reference the withdrawal policies here: <http://bulletin.temple.edu/undergraduate/academic-policies/withdrawal-policies/> This page also has links to information about incompletes and about taking a leave of absence.

Grade Breakdown

Grade Calculation: Take your final total points, divide by the total number of points possible and multiply by 100.

Grading Scale (%)

A = 93-100	B- = 80-82	D+ = 67-69
A- = 90-92	C+ = 77-79	D = 63-66
B+ = 87-89	C = 73-76	D- = 60-62
B = 83-86	C- = 70-72	F = 0-59

Grade Disputes: All grade disputes must be submitted in writing, via email, to me no later than one week after the assignment in question has been returned. The submitted dispute should fully delineate the reasons the student believes another grade is warranted. Any supporting materials (such as the original assignment) should be attached to the submitted dispute. Disputing a grade is not a guarantee that the grade will be changed.

Academic Honesty: Violations of academic honesty and integrity as well as any academic misconduct will be punished. These violations include cheating on assignments or examinations, plagiarizing (the unacknowledged use of another person's labor: another person's ideas, words, or assistance), selling, purchasing, or exchanging of term papers, falsifying of information, depriving another student of necessary course materials, interfering with another student's work, or being a disruption in class. Academic dishonesty or misconduct may result in a 0 on that assignment, an F in the class, and/or University mandated consequences. For more information about academic honesty, please consult the Temple University Undergraduate Bulletin http://www.temple.edu/bulletin/Responsibilities_rights/responsibilities/responsibilities.shtm#honesty

Course Citation: Everything you cite in this course must be in accordance with the latest version (6th Ed.) of APA formatting. Information about the APA's publication manual can be found at: <http://www.apastyle.org/manual/index.aspx>. You may also choose to visit - <http://owl.english.purdue.edu/owl/resource/560/01/>, which provides information that will help you to appropriately format your papers and provide APA citation.

Disability Accommodations and Services: Any student with a *documented* disability (e.g., physical, learning, psychiatric, systemic, vision, hearing, etc.) who needs to arrange reasonable accommodations should notify both me and the office of Disability Resources and Services at the beginning of the semester. You can contact Disability Resources and Services at 215-204-1280 or through their website - <http://www.temple.edu/studentaffairs/disability/>

Student and Faculty Rights and Responsibilities: Freedom to teach and freedom to learn are inseparable facets of academic freedom. The University has a policy of Student and Faculty and Academic Rights and Responsibilities (Policy #03.70.02), which can be accessed through the following link http://policies.temple.edu/getdoc.asp?policy_no=03.70.02 or found in Temple's Policies and Procedures online Handbook: <http://policies.temple.edu/initial.asp>

Assignments

Lessons: There will be a variety of lessons posted on the course website that you must complete throughout the semester. Each lesson contains a mix of materials you must read, watch, and complete. I expect you to complete each lesson in its entirety.

Homework – Blog Posts: Each lesson contains a homework assignment that you are expected to complete. If you do not complete all readings, materials, and activities in a lesson, your lack of work will be clear in your lesson deliverable. After completing homework assignments, you will post your finished product on the blog page of your website. The course schedule delineates which assignments should be submitted on your blog.

Project Proposal: The project proposal will be the homework for one of your lessons. In this assignment, you will think through some important ideas and set some goals for your project.

Project Proposal Feedback: After completing the project proposal, each student will be put into a group and provide feedback for each other on the proposal.

Creating a Movement: Project Plan: The project plan will be an assignment that you complete for one of the homework posts. The purpose of this plan is to break down your larger goals into smaller, more tangible steps.

Critiques: You will perform three critiques of your group members' work throughout the semester. The first will be a critique of your group members' project proposal. The second will be of their SMART goals. The third will be of their full website. These critiques will be conducted on Google Drive. The purpose of these critiques is to provide each student with feedback on their movement and progress and to help you learn how to provide constructive criticism.

Website: We will be using Weebly.com to create our websites for this course. You can create a free account on Weebly, which will provide you with your own website that has a variety of tools including a blog and the ability to use HTML/CSS coding. If you are familiar with another type of coding and/or want to create a website through different software, you are free to do that. Please contact me via email to let me know what programs you will be using.

The final website will be due during finals week. I do expect you to produce a functioning website that adheres to the principles of design covered in the course. I also expect your site to have an appropriate amount of content and that the content is appropriate for the cause you selected. I don't expect you to launch a full scale movement in the course of a single semester; however, I do expect you to lay the foundation for what could become a full scale movement in the future.

Project Reflection: The project reflection will be your last homework assignment, due during finals week. For this assignment, you will reflect back on the process of starting a movement, and you will evaluate your level of success

Course Schedule

Lessons	Due Date	Where	Points	Mulligan
Lesson 1: Course Intro	Wednesday, 1/13 by midnight	Submit Form	10	Yes
Lesson 2: Intro to Social Movements	Sunday, 1/17 by midnight	Submit Form	10	Yes
Lesson 3: <ul style="list-style-type: none"> • Weebly Intro • Screen Shots • Google Drive 	Wednesday, 1/20 by midnight	Blog	10 10 10	Yes
Last day to add or drop a full term 16-week course -- Friday, 1/22				
Lesson 4: Social Movements	Sunday, 1/24 by midnight	Blog	10	Yes
Lesson 5: Selecting a Cause	Wednesday, 1/27 by midnight	Blog	10	Yes
Lesson 6: Goal Setting – Project Proposal	Sunday, 1/31 by midnight	Google Drive	30	No
Lesson 7: Project Proposal Feedback	Sunday, 2/7 by midnight	Google Drive	20	No
Lesson 8: Creating a Movement	Sunday, 2/14 by midnight	Blog	30	No
Lesson 9: SMART Goal Critique	Sunday, 2/21 by midnight	Google Drive	20	No
Lesson 10: <ul style="list-style-type: none"> • Logo Design • Email Account 	Wednesday, 2/24 by midnight	Blog	20 10	Yes
SPRING BREAK 2/29 – 3/4				
Lesson 11: Design	Wednesday, 3/9 by midnight	Blog	10	Yes
Lesson 12: <ul style="list-style-type: none"> • Homepage • Navigation 	Sunday, 3/13 by midnight	Blog	20 10	Yes
Last day to withdraw from a full term 16-week course -- Tuesday, 3/15				
Lesson 13: Main Menu Pages	Wednesday, 3/16 by midnight	Blog	30	Yes
Lesson 14 (pick 3) <ul style="list-style-type: none"> • Facebook • Twitter • Instagram • Pinterest • YouTube 	Sunday, 3/20 by midnight	Blog	Pick 3: 10 points each	Yes
Lesson 15: Content Creation	Sunday, 4/10 by midnight	Blog	30	No
Lesson 16: Intro to Leadership	Wednesday, 4/13 by midnight	Blog	20	Yes
Lesson 17: Website Critique	Sunday, 4/17 by midnight	Google Drive	30	No
Final Website AND Lesson 18: Project Reflection	Monday, 5/2 by midnight	Blog	150 30	No
Total Possible Points			560	