

RECEIVED

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OFFICE OF THE SENATE COUNCIL

Courses	Distance Learning	Syllabus	Request Tracking
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New Course Form

https://myuk.uky.edu/sap/bc/soap/rfc?services=

Open in full window to print or save

Attachments:

Browse...

ID	Attachment
Delete: 602	COM-352_IPCSocialMediaRevised.docx

First : 1 Last

Select saved project to retrieve...

(\*denotes required fields)

1. General Information

- a. \* Submitted by the College of: COMMUNICATIONS & INF STUDIES Today's Date: 9/12/2012
- b. \* Department/Division: Communication
- c.
  - \* Contact Person Name: Deanna Selnow Email: Deanna.Selnow@uky.edu Phone: 257-2886
  - \* Responsible Faculty ID (if different from Contact) Email: Phone:
- d. \* Requested Effective Date:  Semester following approval OR  Specific Term/Year
- e. Should this course be a UK Core Course?  Yes  No

If YES, check the areas that apply:

- Inquiry - Arts & Creativity  Composition & Communications - II
- Inquiry - Humanities  Quantitative Foundations
- Inquiry - Nat/Math/Phys Sci  Statistical Inferential Reasoning
- Inquiry - Social Sciences  U.S. Citizenship, Community, Diversity
- Composition & Communications - I  Global Dynamics

2. Designation and Description of Proposed Course.

- a. \* Will this course also be offered through Distance Learning?  Yes  No
- b. \* Prefix and Number: COM 352
- c. \* Full Title: Interpersonal Communication and Social Media
- d. Transcript Title (if full title is more than 40 characters): Interpersonal Comm and Social Media
- e. To be Cross-Listed with (Prefix and Number):
- f. \* Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours<sup>2</sup> for each meeting pattern type.
 

<input checked="" type="checkbox"/> Lecture	<input type="checkbox"/> Laboratory <sup>1</sup>	<input type="checkbox"/> Recitation	<input type="checkbox"/> Discussion
<input type="checkbox"/> Indep. Study	<input type="checkbox"/> Clinical	<input type="checkbox"/> Colloquium	<input type="checkbox"/> Practicum
<input type="checkbox"/> Research	<input type="checkbox"/> Residency	<input type="checkbox"/> Seminar	<input type="checkbox"/> Studio
<input type="checkbox"/> Other	If Other, Please explain:		
- g. \* Identify a grading system:  Letter (A, B, C, etc.)  Pass/Fail
- h. \* Number of credits: 3
- i. \* Is this course repeatable for additional credit?  Yes  No
  - If YES: Maximum number of credit hours:
  - If YES: Will this course allow multiple registrations during the same semester?  Yes  No
- j. \* Course Description for Bulletin:
 

With the proliferation of technologically advanced social media (e.g., facebook, chat, twitter) available at the fingertips of individuals through multiple channels (e.g., phone, ipad, laptop, online video games), interpersonal relationships are being affected. Negotiating this relatively new, understudied, and quickly evolving terrain can present relational difficulties for a variety of relationships types. Students in this class will gain a thorough understanding of multiple communication platforms and the communication theory that can explain the interactions occurring in each platform, as well as improve their mediated communication skills to enhance interpersonal relationships.
- k. Prerequisites, if any: CIS 110, CIS 111, COM 252
- l. Supplementary teaching component, if any:  Community-Based Experience  Service Learning  Both

- 3. \* Will this course be taught off campus?  Yes  No

If YES, enter the off campus address:

4. Frequency of Course Offering.

a. \* Course will be offered (check all that apply):  Fall  Spring  Summer  Winter

b. \* Will the course be offered every year?  Yes  No

If No, explain:

6. \* Are facilities and personnel necessary for the proposed new course available?  Yes  No

If No, explain:

6. \* What enrollment (per section per semester) may reasonably be expected? 35

7. Anticipated Student Demand.

a. \* Will this course serve students primarily within the degree program?  Yes  No

b. \* Will it be of interest to a significant number of students outside the degree pgm?  Yes  No

If YES, explain:

8. \* Check the category most applicable to this course:

- Traditional – Offered in Corresponding Departments at Universities Elsewhere
- Relatively New – Now Being Widely Established
- Not Yet Found in Many (or Any) Other Universities

9. Course Relationship to Program(s).

a. \* Is this course part of a proposed new program?  Yes  No

If YES, name the proposed new program:

b. \* Will this course be a new requirement for ANY program?  Yes  No

If YES, list affected programs:

10. Information to be Placed on Syllabus.

a. \* Is the course 400G or 500?  Yes  No

If YES, the differentiation for undergraduate and graduate students must be included in the information required in 10.b. You must include: (i) identification of additional assignments by the graduate students; and/or (ii) establishment of different grading criteria in the course for graduate students. (See SR 3.1.4.)

b. \* The syllabus, including course description, student learning outcomes, and grading policies (and 400G-/500-level grading differentiation if applicable, from 10.a above) are attached.

[1] Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.  
 [2] The chair of the cross-listing department must sign off on the Signature Routing Log.  
 [3] In general, undergraduate courses are developed on the principle that one semester hour of credit represents one hour of classroom meeting per week for a semester, exclusive of any laboratory meeting. Laboratory meeting, generally, represents at least two hours per week for a semester for one credit hour. (from SR 3.2.1)  
 [4] You must also submit the Distance Learning Form in order for the proposed course to be considered for DL delivery.  
 [5] In order to change a program, a program change form must also be submitted.

Rev 8/09

Submit as New Proposal   Save Current Changes   Delete Form Data and Attachments

## COM 352: INTERPERSONAL COMMUNICATION AND SOCIAL MEDIA

**Professor:** TBD  
**Email:** TBD  
**Office:** TBD  
**Phone:** TBD  
**Office Hrs:** TBD

### COURSE DESCRIPTION

With the proliferation of technologically advanced social media (e.g., facebook, chat, twitter) available at the fingertips of individuals through multiple channels (e.g., phone, ipad, laptop, online video games), interpersonal relationships are being affected. Negotiating this relatively new, understudied, and quickly evolving terrain can present relational difficulties for a variety of relationships types. Students in this class will gain a thorough understanding of multiple communication platforms and the communication theory that can explain the interactions occurring in each platform, as well as improve their mediated communication skills to enhance interpersonal relationships.

**Prerequisites: CIS 110 & CIS 111 & COM 252**

### STUDENT LEARNING OUTCOMES

After taking this course, students will be able to:

- Explain similarities and differences in communication across a variety of social media platforms
- Identify beneficial and harmful communicative practices in their own interpersonal relationships
- Develop and refine strategies to improve interpersonal communication via social media
- Apply communication theory to understanding communication through social media

### REQUIRED TEXTS

Webb, L. M., & Wright, K. B. (2011). *Computer-Mediated Communication in Personal Relationships*.

Peter Lange Publishing, Inc: New York, NY.

Readings assigned on Blackboard

### COURSE POLICIES

#### **Attendance and Participation**

You are expected to be in class and to participate fully every day so you can benefit as much as possible from this course. This means you are expected to (a) read and consider applications of

the information *before* coming to class, (b) ask questions and/or make applications in small group and large group class discussion, and (c) work to facilitate classroom interaction.

In order to accomplish course goals, you need to be in class every day. If you are absent on a day when an assignment is due or an exam is given, you will be allowed to hand in or make-up that work *only* if the absence is officially excused. You may be asked to provide official written documentation for absences. Excuses for university-sponsored activities must be made *prior* to such absences. No make-up work is available for in-class exercises, workshops, or exams unless approved in advance by your instructor.

### **Excused Absences**

Students need to notify the professor of absences prior to class when possible. S.R. 5.2.4.2 defines the following as acceptable reasons for excused absences: (a) serious illness, (b) illness or death of family member, (c) University-related trips, (d) major religious holidays, and (e) other circumstances found to fit "reasonable cause for nonattendance" by the professor.

Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day in the semester to add a class. Information regarding dates of major religious holidays may be obtained through the religious liaison, Mr. Jake Karnes (859-257-2754).

Students are expected to withdraw from the class if more than 20% of the classes scheduled for the semester are missed (excused or unexcused) per university policy.

### **Verification of Absences**

Students may be asked to verify their absences in order for them to be considered excused. Senate Rule 5.2.4.2 states that faculty have the right to request "appropriate verification" when students claim an excused absence because of illness or death in the family. Appropriate notification of absences due to university-related trips is required **prior** to the absence.

### **Academic Integrity**

Per university policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the university may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities. Complete information can be found at the following

website: <http://www.uky.edu/Ombud>. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. It is important that you review this information as all ideas borrowed from others need to be properly credited.

Part II of Student Rights and Responsibilities (available online <http://www.uky.edu/StudentAffairs/Code/part2.html>) states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about the question of plagiarism involving their own work, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording or anything else from another source without appropriate acknowledgement of the fact, the students are guilty of plagiarism. Plagiarism includes reproducing someone else's work, whether it is a published article, chapter of a book, a paper from a friend or some file, or something similar to this. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work, which a student submits as his/her own, whoever that other person may be.

Students may discuss individual assignments among themselves or with an instructor or tutor, but the actual work must be done by the student. When a student's assignment involves research in outside sources of information, the student must carefully acknowledge exactly what, where and how he/she employed them. If the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin for essays and papers and in the form of "oral footnotes" in public speeches. Making simple changes while leaving the organization, content and phraseology intact is plagiaristic. However, nothing in these Rules shall apply to those ideas, which are so generally and freely circulated as to be a part of the public domain (Section 6.3.1).

***Please note: Any assignment you turn in will be submitted to an electronic database to check for plagiarism.***

#### **Accommodations Due to Disability**

If you have a documented disability that requires academic accommodations, please see your instructor as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide your instructor with a **Letter of Accommodation** from the Disability Resource Center (Room 2, Alumni Gym, 257-2754, email address: [jkarnes@email.uky.edu](mailto:jkarnes@email.uky.edu)).

#### **E-mail Policy**

Please allow 24 hours for your instructor to respond to your e-mail. If you haven't heard back within 24 hours, a) send a follow-up email and b) approach them with your question or concern in class.

### **Blackboard**

We are responsive to student requests for changes in the schedule, which means that the daily schedule may change during the semester. You will be responsible for checking the online syllabus and schedule before beginning your homework for each of our class meetings for any changes or updates. We will post all assignments on Blackboard. If you lose an assignment page or handout, you are expected to get a copy from Blackboard rather than from one of us.

All of your work in this class must be available to be posted both on Blackboard and on paper. In general, all assignments will require a title, your name, my name, and the date. You are responsible for keeping back-up (we recommend several) copies of all your work since electronic texts can be lost. If your assignment is lost in cyberspace, you will be expected you to repost it within the same day.

## **ASSIGNMENTS**

### **Journal**

Each student should keep a journal throughout the semester to track, analyze and evaluate their

use of social media in conducting their interpersonal relationships. The student should respond to a minimum of 5 journal entry prompts and should apply textbook, course, and lecture materials, including appropriate citations, to providing a deeper understanding of their journal entry. For example journal entry prompts, see below:

Is social media beneficial or harmful to your interpersonal relationships? Why? How?

What are your motives for communicating interpersonally via social media platforms?

How can you become a more effective interpersonal communicator using social media?

Give up all social media for 24 hours. Evaluate how this affected you individually and your relationships? Was it easy or difficult and why? How did others react to your experiment?

### **Application Paper**

Students should choose one interpersonal communication theory and apply it to their own use

of a social media platform. This paper should be 4-5 pages long and demonstrate how a theory can explain and/or improve his/her effective use of a social media in

interpersonal communication during a specific type of interpersonal interaction (e.g., conflict, showing affection, relationship maintenance).

**Social Media and Relationships Debate**

Students will engage in a debate about the effects of social media (either positive or negative).

using research gained from journaling and the application paper. They will be provided with one class period to develop and discuss their arguments, opening statements, and closing statements with their team. The debate will occur during the following class period. Each student will be graded on their contributions to the team’s argument, as evaluated by the team members and their oral participation during the debate.

**Group Paper and Presentation**

A group of 4-5 students will be assigned a social media platform to research (e.g., facebook, twitter, linkedin). The group is responsible for conducting both primary and secondary research to explore the effects of their assigned platform on interpersonal relationships. The group should include relevant research on the effects including published research, a survey, and interviews with users of that medium focused on answering the larger research question: How does XXX affect interpersonal relationships? The paper should be 8-10 pages long. Each group will be responsible for constructing a 15-20 minute group presentation to discuss the effects of that medium on relationships. Each group member must speak and presentational aids are required. Group members will have the opportunity to evaluate their teammates for their contributions to the group project.

**ASSIGNMENT CHART**

ASSIGNMENT	POINTS	POINTS EARNED
Journal	100	
Application Paper	100	
Social Media and Relationships Debate	50	
Group Paper	100	
Group Presentation	100	
Total Group Evaluations	50	
<b>TOTAL</b>	<b>500</b>	

- 90-100 = A
- 80-89 = B
- 70-79 = C
- 60-69 = D
- 59 or below = E

**Mid-term Grade:** Mid-term grades will be posted in myUK by the deadline established in the Academic Calendar (<http://www.uky.edu/Registrar/AcademicCalendar.htm>)

**Tentative Course Calendar**

**CMC = Computer Mediated Communication in Personal Relationships**

<b>Class Session</b>	<b>Topic</b>	<b>Assignment</b>
Week 1: Tuesday	Course Introduction and Syllabus Discussion	
Week 1: Thursday	The influence of Technology	Ch. 1
Week 2: Tuesday	Theoretical Approaches to CMC	Journal Article on Bb <b>Journal #1 Due</b>
Week 2: Thursday	Theoretical Approaches to CMC	Journal Article on Bb
Week 3: Tuesday	Self-Presentation	Ch. 3
Week 3: Thursday	Privacy	Ch. 2
Week 4: Tuesday	Developing Relationships	Ch. 4
Week 4: Thursday	Developing Relationships	Journal Article on Bb
Week 5: Tuesday	Communication Competence and Apprehension	Ch. 5 <b>Journal #2 Due</b>
Week 5: Thursday	Online Communication Risks	Journal Article on Bb
Week 6: Tuesday	Relational Maintenance	Ch. 6
Week 6: Thursday	Social Support	Ch. 7
Week 7: Tuesday	Support Groups	Ch. 8, Journal Article on Bb
Week 7: Thursday	Online Disclosure	Ch. 9
Week 8: Tuesday	Social Presence	Journal Article on Bb <b>Journal #3 Due</b>
Week 8: Thursday	<b>In Class Work Day</b>	
Week 9: Tuesday	Episodic Presence	Ch. 10 <b>Application Paper Due</b>
Week 9: Thursday	Work and Family Relationships	Ch. 11
Week 10:	Work and Family Relationships	Journal Article on Bb



Tuesday		
Week 10: Thursday	Friendship	Ch. 12 Journal #4 Due
Week 11: Tuesday	In-Class Debate Preparation	
Week 11: Thursday	In-Class Debate	
Week 12: Tuesday	Thanksgiving Break	
Week 12: Thursday	Thanksgiving Break	
Week 13: Tuesday	Long Distance Relationships	Ch. 13
Week 13: Thursday	Digital Deception	Ch. 17 Journal #5 Due
Week 14: Tuesday	Problematic Interactions: Harassment and Cyberbullying	Ch. 19
Week 14: Thursday	In Class Work Day	
Week 15: Tuesday	Presentations	Group Paper and Presentation Due
Week 15: Thursday	Presentations	Group Paper and Presentation Due

**\*\*Final Exam: To be determined by academic calendar\*\***

**Detailed Navigation**

- Workflow Items
- eCATS (Curricular Proposal)
- OSPAs/AF Form
- Financial Disclosure

**Related Links**

- Browser Compatibility

**eCATS Request Tracking**

No Filter  
 Filter By College Name  
 Filter By CourseID  
 Filter By Date Range

FromDate:  ToDate:

Course/ Prog ID	Display Form	Course/ Program	Request Type	College	Date
<input checked="" type="radio"/> COM 249	<a href="#">Display Form</a>	Course	Change	COMMUNICATION AND INFORMATION	8/24/12
<input checked="" type="radio"/> COM 352	<a href="#">Display Form</a>	Course	New	COMMUNICATION AND INFORMATION	8/19/12

**Details of Course/Program ID(COM 352)**

WORKITEM ID	Workflow Status	Date	Time
000010690238	Department Received	2012-08-19	10:42 AM
000010690244	Department Approved	2012-08-19	12:45 PM
000010699315	Received by College	2012-08-19	12:45 PM
000010659317	Approved by College	2012-03-24	09:01 AM
000010717465	Received by UGC	2012-03-24	09:01 AM
000010717467	Approved by UGC	2012-03-12	08:39 AM
000010020905	Received by Senate Council	2012-09-12	08:39 AM

<input checked="" type="radio"/> COM 395	<a href="#">Display Form</a>	Course	Change	COMMUNICATION AND INFORMATION	8/21/12
<input checked="" type="radio"/> COM 399	<a href="#">Display Form</a>	Course	Change	COMMUNICATION AND INFORMATION	8/21/12
<input checked="" type="radio"/> COM 425	<a href="#">Display Form</a>	Course	New	COMMUNICATION AND INFORMATION	8/19/12
<input checked="" type="radio"/> COM 449	<a href="#">Display Form</a>	Course	Change	COMMUNICATION AND INFORMATION	8/28/12
<input checked="" type="radio"/> COM 452	<a href="#">Display Form</a>	Course	Change	COMMUNICATION AND INFORMATION	8/28/12
<input checked="" type="radio"/> COM 453	<a href="#">Display Form</a>	Course	Change	COMMUNICATION AND INFORMATION	8/28/12
<input checked="" type="radio"/> COM 462	<a href="#">Display Form</a>	Course	Change	COMMUNICATION AND INFORMATION	8/28/12
<input checked="" type="radio"/> COM 471	<a href="#">Display Form</a>	Course	New	COMMUNICATION AND INFORMATION	8/19/12