

Georgetown University :: School of Continuing Studies Social Media and the Digital Disruption (MPPR 850) :: Fall 2011

Class Time: Tuesdays — 8:00 to 10:15 p.m.

Instructor: Mitzi Emrich

Email: mitziemrich@gmail.com

Telephone: 202-553-4985

Twitter Hashtag: #mppr850

On Twitter: @MissMitzi

On LinkedIn: Mitzi Emrich

Class site: <http://gtown850.wordpress.com/>

The Fine Print

Goal: This class is designed to give communicators a foundation the ever-evolving digital world. You will learn the history of the Web 2.0 movement, practice use of key social media tools, examine case studies of online successes and failures, and understand the profound transformations underway throughout society, as well as the benefits, dangers, and challenges that digital media poses to our professions and as well as to us as citizens and media consumers.

Philosophy: The guiding principle of the course is that to learn the web, you must use it. There's a lot more in this course than you need to know—and a whole lot more than that not covered in this class. We want to encourage you to dive into the assignments as deep as you can, to do the readings, to explore the assignments and give yourself over to these new technologies and way of living. You'll be glad you did.

Absenteeism: Recognizing that most students are busy professionals, unavoidable conflicts will arise. You will be allowed two absences without affecting your final grade, as long as permission is requested and received beforehand. ANY unexcused absences will impact your final grade. The first excused absence is allowed without make-up work; a second absence will require additional readings on the subjects missed. More than two absences will require that you write an additional paper.

Academic Resource Center: If you believe you have a disability, then you should contact the Academic Resource Center (arc@georgetown.edu) for further information. The Center is located in the Leavey Center, Suite 335. The Academic Resource Center is the campus office responsible for reviewing documentation provided by students with disabilities and for determining reasonable accommodations in accordance with the Americans with Disabilities Act (ADA) and University policies.

Class Participation/Progression: *Ten percent of your final grade will rest on class participation and progression along the course of the class.* To be clear, participation requires both talking AND listening. This also includes your professionalism in class, in dealing with your classmates, and on assignments. This portion of the class grade is also meant to help students who start from a lower base of subject knowledge as it allows them to demonstrate mastery of the subject over the course of the semester.

Late/Tardy Work: Assignments will only be accepted beyond their original due date in the most extraordinary circumstances—and ONLY when an extension is granted before the work is due. You must contact us individually to ask for an extension.

Contacting Me: I am available to meet both before and after class each week, as well as other times during the week by appointment. I will not hold regular office hours. I will try to respond to email promptly within 24 hours, except on weekends and during previously announced business trips. If I don't respond to you in a timely manner, please don't hesitate to nag me.

General Rules: Please turn off your mobile devices, pagers and any other beeping or ringing devices during class. Anyone who violates this rule and whose mobile device rings during class will be

responsible for bringing in dessert for the following week's class. Beyond simply as a punishment device and with the recognition that this is an evening course, you are invited to bring food and drink into the classroom as long as it is not disruptive or messy.

Georgetown University Honor Pledge: *In the pursuit of the high ideals and rigorous standards of academic life, I commit myself to respect and uphold the Georgetown University Honor System: to be honest in any academic endeavor, and to conduct myself honorably, as a responsible member of the Georgetown community, as we live and work together.* If you have not already done so, please familiarize yourself with the material and information posted on the Honor Council's website: <http://gervaseprograms.georgetown.edu/hc/index.html>

Letters of Recommendation: Letters of recommendation will only be written for students AFTER successful completion of the entire semester. Successful completion will be defined as an 88 or above.

Grading

Grades will be calculated over the course of the semester on a points basis, with a total of 100 points being awarded over the course of the semester. Within reason, students may request their point totals any time up to the 12th week of class. Once or twice during the semester, I will check in with you regarding your blog's progress. All written papers and projects due are to be written in no larger than size 11 font with 1-inch margins.

Points will be awarded in the following amounts:

- Blogging: 20 Points
- Participation & Case Study: 15 Points
- Twitter Links: 10 Points
- Community Snapshot: 20 Points
- Comprehension Test: 10 Points
- Final Project: 25 Points
- Total: 100 Points

Grading will follow the following guidelines:

A	100-94	B-	82-80
A-	93-90	C	79-70
B+	89-87	F	69-0
B	86-83		

Assignments: Assignments will come in five forms over the course of the semester: Blog entries, a case study, a community snapshot, a brief comprehension test administered mid-semester in class, posting links to Twitter and a final project. The final project will be discussed later in the semester.

- **Blogging:** The primary project for the semester will be your blog. By the second week of class, you will need to create a WordPress account, select a name for your blog and post it in the appropriate comment thread on our class blog. Please enter your name, your blog's name, and you blog's URL. Each week thereafter you will be required to write a blog entry (~300 words) that includes topics and readings related to class that week. However, you are not limited to these topics; if you wish to blog about something you're passionate about or also interested in, like sports, food or travel, you can incorporate our discussions into your writings on any subject you select to make the focus of your blog. Weekly blogs must be posted with your name and link to that week's post on our class blog in the appropriate comment thread prior to the following week's class to receive credit. Each of these weekly blogs will be worth two points and must be labeled as such ("weekly blog #1, weekly blog #2, etc). Late entries will be penalized 1/2 point. At the end of the semester, you should have 14 posts (including your "welcome" post from the first night's class).

- **Participation:** Your participation score will be based on in class conversation and each class member leading an in-class mini-case study. Starting in week two, each week at the end of class, I'll ask 1-2 people to complete individual mini case studies relevant to that night's class; the case studies will then be presented at the beginning of the following week's class. These presentations should be 5-10 min each and include a Q&A session. Your goal will be to investigate the person, story, group or tool assigned and tell us why it's important and what it means for the larger social media space.
- **Twitter Links:** Each week as you read, explore, and live the internet, you will be asked to post relevant blogs, items, developments, websites, and stories to Twitter using the class's hashtag, #mppr850; you will also need to subscribe to our class Twitter list, Gtown850. Each tweeted link will be worth one-half point, with a maximum of one point being earned each week. This means you should count on contributing two items a week each week through the semester.
- **Community Snapshot:** You will be responsible for investigating and mapping the landscape of a specific online community and drafting a 4-6 page paper that explores the community's influence and authority. (Total: 10 points possible)
- **Comprehension Test:** Towards the middle of the semester there will be a single comprehension test. This test is mostly but not exclusively multiple choice and will be administered in class focusing on vocabulary and subjects from the topics covered in class, the readings, and the coursework.
- **Final Paper/Project:** The culmination of your learning will be a final paper/project, the specific details of which will be shared later in the semester.

Reading: There will be regular assignments focused on online videos, podcasts, and online games. Beyond the assigned readings, I strongly encourage you to read the following blogs on a regular basis, and we will cover in class how to use an RSS reader such that you can read these blogs more easily:

- Mashable (www.mashable.com)
- Read/Write Web (www.readwriteweb.com)
- TechCrunch (www.techcrunch.com)
- BoingBoing (www.boingboing.net)

In addition to the weekly web reading, watching, and listening, there are also readings from the required texts listed below.

Required Texts:

Scott Rosenberg; *Say Everything: How Blogging Began, What It's Becoming, and Why It Matters*

- ISBN 0307451372

Tamar Weinberg; *The New Community Rules: Marketing on the Social Web*

- ISBN 0596156812

Levine et al.; *The Cluetrain Manifesto: The End of Business as Usual*

- Available FREE online at: www.cluetrain.com/book/index.html

John Battelle; *The Search: How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture*

- ISBN 1591840880

Fall 2011 Semester Syllabus (Subject to change)

- **Week 1 (Sept 6): Intro and Overview**
 - ↔ Assignment: Pick your blog's domain name, create a "welcome" post and post to our class blog; create a LinkedIn profile and "connect" with me; create a Twitter profile and follow @MissMitzi and the Gtown850 list.
- **Week 2 (Sept 13): Blogging: Reading, Writing, Vlogging and Podcasting**
 - ↔ Read: Rosenberg, Chapter 1-3
 - ↔ Read: Levine et al., Cluetrain Manifesto, Theses, Chapters 3-4 (online)
 - ↔ Learn: GoogleReader
 - *NOTE: Please come to class with a Google.com account. If you have a gmail.com address, this will suffice.*
- **Week 3 (Sept 20): Blogging, Part 2: Blogging for Business and Influence**
 - ↔ Read: Rosenberg, Chapters 6, 9
 - ↔ Read: Weinberg, Chapter 3, 5
 - ↔ Study: Edelman Trust Barometer
 - ↔ Learn: BlogLevel
- **Week 4 (Sept 27): Social Media I: From Hashtags to Friending**
 - ↔ Read: Weinberg, Chapter 6, 7
- **Week 5 (Oct 4): Social Media II: From Geolocation to Tagging**
 - ↔ Read: Weinberg, Chapter 9, 10
- **Week 6 (Oct 11): Wikipedia, Crowdsourcing, and Collective Knowledge: Who has Credibility?**
 - ↔ Read: Weinberg, Chapter 8
 - ↔ Listen: Nerdist, Episode Number 33, iTunes podcast; first 30 minutes
- **Week 7 (Oct 18): Search and Google: Finding What You Want With the Most Powerful Media Company Ever**
 - ↔ Read: Battelle, Chapters 1-3
 - ↔ Learn: Google Insights
- **Week 8 (Oct 25): Search Marketing and Advertising: Sharing What You Have**
 - ↔ Read: Battelle, Chapters 4-6
- **Week 9 (Nov 1): Mobile: There's an App for That**
 - ↔ Read: <http://mashable.com/2011/04/06/mobile-payments-commerce/>
- **Make Up Class (Nov 5)**
- **Week 10 (Nov 8): Politics and Government Online**
 - ↔ Read: Rosenberg, Chapter 5
 - ↔ Read: <http://radar.oreilly.com/2010/05/the-three-phases-of-government.html>
 - ↔ Browse: <http://www.defense.gov/>, <http://govtwit.com/>, <http://govfresh.com/>
- **Week 11 (Nov 15): What's Too Much Information: Privacy and Data Security**
 - ↔ Read: Battelle, Chapter 8
 - ↔ Read: Read: Rosenberg, Chapter 8
- **Week 12 (Nov 22): Online Activism: NGOs 2.0**
 - ↔ Read: Rosenberg, Chapter 7
 - ↔ Browse: <http://www.facebook.com/humanesociety>, facebook.com/aspc; <http://www.facebook.com/susankomenfortheure>, <http://www.nwf.org/wildlifewatch/Twitter.aspx>, @redcross, @greenpeace
 - ↔ Read: <http://mashable.com/2010/01/13/haiti-red-cross-donations/>
- **Week 13 (Nov 29): Online and Overseas: International Perspectives**
 - ↔ Read: Rosenberg, Chapters 10, 11
 - ↔ Browse: Milblogging selections and Global Voices (www.globalvoicesonline.org)
- **Week 14 (Dec 6): Final Projects Presented**
- **Week 15 (Dec 13): Final Projects Presented**