Communication, Technology, and Society
MMC6660
Tuesday 1:55-4:55 pm
WEIM 1092 and online at https://ufl.instructure.com/courses/508264

Instructor
Dr. Won-Ki Moon
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https://www.jou.ufl.edu/staff/won-ki-moon/ (352) 392-7594
2074 Weimer

Office Hours
- Drop-in meeting (2074 Weimer): Wednesday 12:00 - 14:00
- Extra office hours are available by appointment.
- Zoom meetings also will be available as requested.

Course Description
Communication and technology are key cornerstones of the human experience and can have a lasting impact on societies around the world. As part of this class, we will explore issues relating to traditional and new media, information dissemination in societies, and the role of technology in changing our world and how we communicate. You will learn about and apply critical perspectives and theories to these issues and collaborate with classmates on a culminating project.

Course Objectives
- Learn about and be able to describe the history of communication, communication-related technologies, and how they have impacted society over time.
- Evaluate the role of communication-related theories in current issues within technology and society.
- Apply communication-related ethics to the ways in which we think about current issues.
- Summarize how various modalities and technological advances have changed our view on communication and the way we communicate.
- Brainstorm, research, write and present on a topic of your choosing that relates to communication, society, and technology.

Office hours and communications
You may contact Dr. Moon whenever you want to discuss class materials, courses, assignments, or any other school/individual issues. Email is the most convenience method to communicate with Dr. Moon, but you also can reach out to Dr. Moon via phone call.

Attendance
Since this is an MMC level class, there will be no attendance check. However, failing to attend the class may cause lower grades due to the class participation grade.

Grade Overview
There are 1,000 points available in this course. Points are accumulated by earning grades for the following assignments, presentations, tests, and exercises.

Item	Point for Each Item	Frequency	Total Point
Warming up: Ethics Essay	20	1	20
In-class discussion leading	100	2	200
Discussion question	50	8	400
Final project: report	150	1	150
Final project: presentation	100	1	100
Reaction paper	30	1	30
In-class participation	10	10	100
Total			1,000

Grading Policy
The grading policy for this class follows the grading scheme of UF. More information on grades and grading policies can be found on the UF Grades and Grading Policies webpage (https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/).

A is 934 or more points
A- is 900 to 933 points
B+ is 867 to 899 points
B is 834 to 866 points
B- is 800 to 833 points
C+ is 767 to 799 points

C is 734 to 766 points
C- is 700 to 733 points
D+ is 667 to 699 points
D is 634 to 666 points
D- is 600 to 633 points
E is 599 or fewer points

Assignments and course requirements
This course combines individual and group assignments that evaluate how well you acquire the knowledge and skills in this course. Assignments are due, via Canvas, at the start of class on the date listed unless otherwise indicated.

- **Discussion question.** Each week (from Week 2 to Week 13), students should submit at least two discussion questions a week before the class (Friday 5:00 pm). Each question should be more than half of a page (double-spaced, 12-point Times New Roman). The question should be very detailed and include a student's insight about the topic. Discussion questions should include 'technology updates,' that is, the latest news about the technology or the social issue. Discussion questions should include appropriate examples or cases.

- **In-class discussion leading.** There will be a total of eight in-class discussions that will be led by students. Each group of students will be assigned to several in-class discussions as a discussion leader. Discussion leaders will prepare the week's discussion based on class materials and topics. It is highly recommended that discussion leaders do survey the topic

of the week by collecting data and research papers to extend the discussion topic. If more than one student is assigned to a single week, discussion leading will be graded as a group effort. Discussion questions from students will be provided to discussion leaders on the weekend before the class. In addition to those questions, discussion leaders should find and share extra examples or cases regarding the topic.

- **Final project (report).** As a business strategy manager in an advertising/PR agency, media, or corporation, you are responsible for anticipating and preparing for future issues that could impact your organization's managerial directions. This report will discuss two important topics that are likely to have a significant impact on businesses in the near future:

  You need to explain one or two topics that are important for your organization in the near future. You should address those questions in your report: 1) why the issue is important for human society, 2) who the main stakeholders of the issue are, 3) technology updates, and 4) what the impacts are on society. You must also connect the issue and your expertise or majors (advertising, public relations, journalism, media management, etc.) to discuss how the issue changes.

  Finally, you will have a chance to discuss the solutions to the issue. Ideally, the final project includes academic theories or models in the report, but it is not mandatory. The expected volume of the report is 12-15 pages except for references (double-spaced, 12-point Times New Roman), but the report will not be over 20 pages.

- **Final project (presentation).** You will present your final report to other students. In this 12-minute presentation, you will introduce the social issue you chose and discuss its' impact on your major. After each presentation, we will have a session to discuss the presentation. Students will ask questions during the presentation.

- **In-class participation.** This class is designed as a seminar-based course. It means that students should lead class activities, including in-class discussions.

- **Reaction paper (Due: Dec. 3).** After the final presentation, the reaction paper should be written by all students. The paper is expected to review other students' research topics and the class overall. The expected volume of the reaction paper is 2-3 pages (double-spaced, 12-point Times New Roman). Including your experience with communication in the final presentation session (e.g., Q&A sessions) is highly recommended. To write this part, you need to raise a question about the presentation in class.

Reading class materials
To prepare for each class, you should read several research papers, reports, or news articles. Without reading, you cannot make appropriate discussion questions and fail to prepare the class well. That may cause lower grades for this class. Since your class participation also will be graded, reading papers and reports before the class is essential for this class. Reading materials will be provided if the material is not open access.

Schedule

		Lectures / Activities	Note
Week 1 T, Aug 27	*Topic*	Media Effects; Sociological View on Media Technology	No attendance check
	Readings	Syllabus Framing for Digital Media Framing and Agenda Setting Media Ecology	
Week 2 T, Sep 3	*Topic*	Ethics and Societal Implications of Technology Responsible Innovation	*Submit ethics essay*
	Readings	Definition of Responsible Innovation Techno-utopianism Management for Responsible Innovation	
Week 3 T, Sep 10	*Topic*	Information Disparity and Digital Divide	Discussion 1
	Readings	After the post-public sphere Digital Divide Diffusion of Innovation Technology Acceptance Model Uses and Gratification: Social Media	
Week 4 T, Sep 17	*Topic*	Human Factors and Human Errors (misunderstanding and media literacy)	Discussion 2
	Readings	Cognitive Bias Motivated Reasoning Science of Misinformation Misinformation about Health Fake News Media literacy	
Week 5 T, Sep 24	*Topic*	Influence and Credibility (trust issue and social/new media)	Discussion 3
	Readings	Media source for Science Communication Credibility for New Media Celebrities vs. Influencers Influencer Marketing for Children	
Week 6 T, Oct 1	*Topic*	Media in Activism and Social Change; Public Communication	Discussion 4
	Readings	Activism on Social Media Social Media for Protest Behavior Science of Science Communication Social media Interventions and health disparities	

		Lectures / Activities	**Note**
Week 7 T, Oct 8	*Topic*	Data, Robot, and AI for Better Society	Discussion 5
	Readings	Public Discourse about Responsible AI Designing Responsible AI Fight Partisan Biases using AI AI-Mediated Communication Folk Theories of Algorithms Corporations' XAI or AI Ethics: Meta, Google, etc.	
Week 8 T, Oct 15	*Topic*	Public Safety and Privacy Concerns	Discussion 6
		Privacy and Security Internet Safety Privacy Concern Privacy and Data Protection (video)	
Week 9 T, Oct 22	*Topic*	Individual Meetings for Checking-up	
	To do	*- Submit a proposal for the final report* *- Prepare the discussion on the research proposal*	
Week 11 T, Oct 29	*Topic*	Extended Reality for Making Prosocial Behaviors	Discussion 7
	Readings	Mixed Reality Application of VR in Medicine VR for Climate Change VR and Prosocial Behavior	
Week 12 T, Nov 5	*Topic*	Languages, Identity, and Culture	Discussion 8
	Readings	Gender National Identity Adolescent Social Identity	
Week 13 T, Nov 12	*Topic*	People in Media (Labor Issues) + Wrap-up	
	Readings	Hollywood Strike Job issues Cyberbullying at work	
Week 14 T, Nov 19	*Topic*	Workday (No class)	*Individual Zoom meetings (optional)*
Week 15 T, Nov 26	*No class*	*Thanksgiving*	
Week 16 T, Dec 3	*Topic*	Final Presentation	
		Submit final presentation & report: Dec. 5	

Course Policies

Attendance and Participation
Regular, consistent participation is necessary for success in this course. If you need to step away from an activity or assignment for a period of time, let the instructor know via email as soon as possible. If you are sick, or need to quarantine following exposure to someone who is sick, stay home. To prevent your participation credit deduction and make a record of your health status for medical reasons, you must report your health status using Student Healthcare Center's Self-Care Note (https://shcc.ufl.edu/self-care/). Otherwise, we will do our best to maintain an in-person seminar format.

Life Events and Self-Accommodations
In our lives, some unexpected things happen. If you cannot attend the course or finish your assignment, you will be able to request two times of self-accommodations without any explanation about your situation unless you want to share the issue with me or need my help to solve the issue.

Deadlines
In principle, all deadlines in this course are final. Exceptions and extensions can be made, if notice is given in advance via a professionally-worded email. The instructor reserves the right to accept or reject requests for extensions. If an assignment receives a failing grade, the student may request a reevaluation via a professionally-worded email. However, be aware that this may lead to a higher, lower, or same, grade.

Course Communication
Course materials and updates will be posted regularly to Canvas. Course-related questions should be communicated via email to Dr. Moon (wonkimoon@ufl.edu). I have a policy of responding within 24 hours (usually much sooner). I also encourage you to make good use of office hours and in-class discussions.

Technology Requirements
The students are required to have access to a laptop or computer with reliable Internet access. They will need the UF VPN (http://www.uflib.ufl.edu/login/vpn.html) to access some library resources off-campus, as well as their Gatorlink credentials.

Students will need access to a word processing program (Word or similar), a database program (Excel or similar), and a presentation program (PowerPoint or similar). UF provides access to virtual versions of these Office programs at UF Apps.

In the event of any technology failures (any of the above tools, or Canvas itself), please contact the instructor via email. In most cases, the problem may involve human error or system maintenance and can be resolved quickly with troubleshoot or patience. Please be proactive in contacting the instructor via email with any technological issues. In the event of persistent technological failure, the instructor reserves the right to specify alternate plans for access and delivery of the activity or assignment.

Class Demeanor
Students are expected to behave in a manner that is respectful to the instructor and to fellow students. Opinions held by other students should be respected in group work and during a class discussion, and conversations should be constructive and on-topic. If you experience frustration or conflict with a fellow classmate, please notify me. I can help.

UF Policies

Honor Code
You are required to abide by the University of Florida Student Honor Code. Any violation of the academic integrity expected of you will result in a minimum academic sanction of a zero on the assignment. I take originality in writing and creative work very seriously, and expect you to fully understand what is considered plagiarism. For helpful information on original work, see:
https://guides.uflib.ufl.edu/copyright/plagiarism
http://oaa.osu.edu/assets/files/documents/hownottoplagiarize.pdf
https://plagiarism.arts.cornell.edu/tutorial/index.cfm

I am always available to proactively discuss any uncertainties or ambiguities before you submit an assignment. Any alleged violations of the Student Honor Code will automatically result in a referral to Student Conduct and Conflict Resolution. Please review the Student Honor Code and Student Conduct Code at http://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/

Accommodations
Students with disabilities requesting accommodations should first register with the UF Disability Resource Center (https://disability.ufl.edu/about/contact-us/) at (352) 392-8565 by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodations. Students with disabilities should follow this procedure as early as possible in the semester.

Course Evaluation
Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/.

Please note (adapted from https://doi.org/10.1371/journal.pone.0216241): Student evaluations of teaching play an important role in the review of faculty. Your opinions influence the review of instructors that takes place every year. Student evaluations of teaching are often influenced by students' unconscious and unintentional biases about the race and gender of the instructor. Women and instructors of color are systematically rated lower in their teaching evaluations than white men, even when there are no actual differences in the instruction or in what students have learned. As you fill out the course evaluation, please keep this in mind and make an effort to

resist stereotypes about professors. Focus on your opinions about the content of the course (the assignments, the textbook, the in-class material) and not unrelated matters (the instructor's appearance).

Political Environment
Please familiarize yourself with current legislation, proposed legislation, and legal proceedings that affect higher education in the state of Florida. Examples include in-class recordings (https://aa.ufl.edu/policies/in-class-recording/) and HB 7 (https://cdo.ufl.edu/hb-7/).

Resources

Health and Wellness
U Matter, We Care (https://umatter.ufl.edu/) If you or a friend is in distress, please contact umatter@ufl.edu or (352) 294-2273 so that a team member can reach out to the student.

Counseling and Wellness Center (http://www.counseling.ufl.edu/) If you would benefit from talking to someone or getting resources to cope with stress or any other thoughts and feelings, please call (352) 392-1575 or visit https://counseling.ufl.edu/about/location-hours-contact/.

Title IX (https://titleix.ufl.edu/) To report sexual assault, harassment, or discrimination, please contact the Title IX office via their website, inform@titleix.ufl.edu, or (352) 275-1242.

Student Health Care Center (https://shcc.ufl.edu/) Please visit the website or call (352) 392-1161 for 24/7 information to help you find the care you need.

GatorWell Health Promotion Services (https://gatorwell.ufsa.ufl.edu/): For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450

Academic Resources
E-learning Technical Support (https://elearning.ufl.edu/keep-learning/) For help with Canvas and other technologies for this course, contact helpdesk@ufl.edu or (352) 392-4357 (select option 2).

Career Connections Center (http://www.crc.ufl.edu/) For career assistance and counseling, contact UFCareerCenter@ufsa.ufl.edu or (352) 392-1601; Located in Reitz Union suite 1300.

Ask-A-Librarian (https://uflib.ufl.edu/find/ask/) This site provides multiple ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center (https://teachingcenter.ufl.edu/) This office helps with tutoring, study groups, and general study skills. Visit the website or call (352) 392-2010.

Writing Studio (http://writing.ufl.edu/writing-studio/) This office helps with brainstorming, formatting, and writing papers. Visit the website to make an appointment, or call (352) 846-1138.

UF Online/Internet Privacy Statement (https://privacy.ufl.edu/privacy-policies-and-procedures/onlineinternet-privacy-statement/) UF's statement about privacy and data security.

Disclaimer

This syllabus represents the instructor's current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.