

Principles of New Media, CIS 3810 (Hybrid)

When: Spring 2018, Wednesday, 5:50-7:05 pm

Where: Baruch College, NVC room #

Instructor: ----

Email: ----@baruch.cuny.edu

Office Hours: Thurs. 4:30-5:30 pm or by appt.

Office Location: ----

Course Description

Principles of New Media is a survey of modern cyber culture, including various forms of human communication mediated by the creative application of computer technology, and the developments that have enabled this exploding phenomenon. This course studies the history, theory, and practice of new media in today's networked society; the implications of the convergence of technology and convergence of disciplines; and the societal implications of the new connectedness. Second generation web-based media such as social communities, blogs, wikis, personal web pages will be examined. Issues relating to privacy, copyright and ethics on the web will be explored.

Learning Goals

By the end of the semester students will be able to:

- Define "new media" and give examples of new media in their own lives
- Explain the history, theory, uses, and practices of new media
- Demonstrate skills related to new media such as building a blog, participating on social media, and using a coding language
- Communicate their understanding of how the internet is structured
- Identify several common web frameworks
- Discuss the connections between new media, consumerism, economics, and democracy
- Hypothesize about the future of new media and possible changes, effects on society
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This is a hybrid course. As a Hybrid course, we will meet once a week, with the rest of the course work taking place online. Hybrid does not = less work. Students are expected to attend our face-to-face sessions and spend time each week engaging in course activities online.

Blogs@Baruch

All class information, readings, and documents will be uploaded to the class site on Blogs@Baruch ([link](#)).

To access this content sign into Blogs@Baruch. Navigate to “Directory of Sites” on the top, main menu and then go to “My Sites” on the sub-menu.

How to Post

- Sign in to [Blogs@Baruch](#)
- Navigate to this [course site](#) via **Directory of Sites > My Sites**
- Click **+ New>Post** in the top black admin bar
- Add title and post text
- **Categorize** your post from category list in sidebar
- **Publish** Post
- [More detailed directions here](#)

Post Guidelines

- Posts should be at least **250 words**
- Posts should be relevant to the course topic and materials
- Posts should not contain graphic, explicit, or inappropriate content or links
- Posts should be clearly written
- Posts should be respectful to the instructor, students, and all other individuals
- The instructor reserves the right to edit or remove any posts that do not follow these guidelines or are inappropriate for this site

Text and Materials

This is a zero-textbook cost (ZTC) course. You will not need to buy any books - all course materials are free. Links to reading and required articles will be posted on this course site under the [Course Schedule](#). To fully participate in this course you will need access to your Baruch email and a stable, secure internet connection.

Course Requirements & Grading

- Reading and Annotation: **20%**
- Blog Post Check-ins (8): **16%**
- Reading Summaries (3) : **15%**
- Midterm Exam: **9%**
- Final: TimeLine Project **10%**
- Final “Call to Action/Manifesto” Write Up: **15%**
- Participation, Attendance, Attitude: **15%**

Student Etiquette and Responsibilities

- Please do your best to **turn assignments in on time**. Any late assignments will require an explanation and receive a lowered grade.
- Please do your best to **arrive to class on time** and be respectful of other students and the instructor.
- Disrespectful behavior will result in a lowered grade. This includes: class disruptions, derogatory remarks or behavior, sleeping in class, etc.
- Use of technology (computers /tablets/phones) in the classroom will be limited and only allowed at certain times. Technology in class should only be used in relation to course content and topics.

Student Resources

[Baruch Writing Center](#)

If you would like a someone to proofread your papers or reading summaries, or if you would like help citing sources, consider visiting the writing center.

[Student Academic Consulting Center & Center for Academic Advisement](#)

For academic help that is not writing related, visit the SACC tutors.

[Office of Services for Students with Disabilities](#)

If you require extra time or other accommodations, please let me know.

[Academic Honesty at Baruch College](#)

Plagiarism will not be tolerated. This means you cannot take someone else's words or ideas and present them as you own. Using attributions and citations, you are welcome to quote and attribute ideas to outside sources to help build and develop your own ideas.

Assignment & Grading Breakdown

Reading and Annotation: 20%

- Reading, annotation, and posting are the backbone of your grade
- Annotation and posting guidelines are on course site

Blog Post Check-ins (8): 16%

- Shorter, check-in posts (250 words)
- Posts are graded 0-2
 - 0 = Not or inadequately completed
 - 1 = Fair, mostly completed
 - 2 = Good, fully completed

Summaries & Reflections (3) : 15%

- Longer, in-depth posts (600+ words) (#5, 9, 12)
- Graded 0-5

- 0 = Not completed
- 1 = Poor, inadequately completed
- 2 = Fair, mostly completed
- 3 = Average, fully completed
- 4 = Good, fully completed, reasonable and clear analysis/reflection
- 5 = Excellent, fully completed, nuanced analysis/reflection

Midterm: 9%

- Multiple choice and short answers about readings and topics discussed

Final: TimeLine Project 15% & Call-to-Action Statement: 10%

- Build a timeline of a New Media entity, artifact, or topic (minimum 15 entries)
- Based on the events outlined in your timeline, write a call to action/manifesto about the future of your New Media context/artifact

Class Participation, Attendance, Attitude: 15%

- 1 point per week based on class attendance and participation. Participation is not limited to sharing your ideas in class, it also includes listening to your classmates, paying attention, participating openly in small group work and only using technology for class-related activities during class time.

Assignment Schedule

Week	Assignment	Due	Description
1	Sign up	Friday, 2/2	Hypothesis Annotation
1	Post 1	Sunday, 2/4	5 Cs Examples
2	Read/Annotate	Tuesday, 2/6	Web.2.0
2	Post 2	Thursday 2/8	Web.2.0 Examples
3	Read/Annotate	Tuesday, 2/13	Eversion
3	Post 3	Tuesday, 2/13	Eversion: Agree?
3	Comment	Thursday, 2/15	Comment on posts
4	Read/Annotate	Tuesday, 2/20	IoT, Net Neutrality
4	Post 4	Thursday, 2/22	NM Ecology Assessment
5	Reflection post	Tuesday, 2/27	NM Ecology Reflection
5	Read/Annotate	Thursday 2/29	Rosenzweig
6	Post 6	Tuesday, 3/6	Big Data
6	Read/Annotate	Thursday 3/8	Comment on posts
7	Read 2 articles	Tuesday, 3/13	New Media & Activism
7	Post 7	Thursday, 3/15	Article Summary
8	Post 8	Tuesday, 3/20	Summary Paper
8	Read & Answer	Thursday 3/22	Internet Qs
9	Post 9	Tuesday 3.27	Final project topic
9	HTML & Post 10	Friday 3/30	Complete HTML
10	Listen	Spring Break	Podcast: On Being
11	Post 11	Tuesday, 4/10	Podcast Response
11	Answer Qs	Thursday 4/12	Post answers to Blog
12	Prep	Tuesday 4/17	Final statement Outline
12	Read	Thursday, 4/19	Choose an article
13	Timeline	Tuesday 4/24	Submit Draft
13	Read	Thursday, 4/26	Intellect. Property
14	Read	Tuesday 5/1	Net Neutrality
14	Timeline Check	Thursday, 5/3	
15	Final Post (Public)	Thursday 5/10	Final Summary Post
16	Final Statement	Exam Date	
16	Final Timeline	Exam Date	