



COM 316 Digital Media Research

Winter 2024

Course Credits: 4

Contact Hours: 56 hours

Instructor: TBA

Email: TBA

COURSE OBJECTIVES

This course surveys the theory, creation and impact of contemporary digital and networked media, exploring the social, cultural, and technological transformations brought by the development of digital media. Additionally, the course will acquaint students with the essential tools and methods necessary for analyzing digital media content. Students will be tasked with conducting and presenting a case study analysis that examines the use and implications of digital media.

Upon completion of this course, students will be able to:

1. Understand the fundamental theories and concepts related to digital media and its historical evolution.
2. Explore various forms of digital media, especially new media and social media content.
3. Understand digital media's role in communication, culture, and technology.
4. Analyze and critically evaluate digital media content, considering its social, cultural, and ethical implications.

PREREQUISITES

N/A

GRADING

Grades will be determined by accumulating points, with 100 points being the maximum, as follows:



| ITEM | POINTS |
|--------------------|------------|
| Assignments | 20 Points |
| Paper 1 | 20 Points |
| Paper 2 | 20 Points |
| Final Project | 30 Points |
| Final Presentation | 10 Points |
| Total | 100 Points |

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$.

We reserve the right to make adjustments to the overall grading policy.

COURSE MATERIALS

Required Texts:

Simon Lindgren, *Digital Media and Society*, 1st Edition, SAGE Publications Ltd, 2017.

Recommended (Optional) Texts or Other Materials:

Supplementary readings will be assigned in alignment with class activities and discussions.

COURSE TOPICS

| MODULE | TASKS |
|----------|--|
| Module 1 | Topics: Topic 1: Introduction: Defining New Media Topic 2: Historical Development of Digital Media Topic 3: Theories of Digital Media: Digital Society Topic 4: Social Media Assessments: Assignment#1 |
| Module 2 | Topics: Topic 5: Cyber Debates Topic 6: Interaction and Identity Topic 7: Communities and Networks Topic 8: Digital Visuality and Visibility |



| | |
|----------|--|
| | Assessments: Paper#1 |
| Module 3 | Topics: Topic 9: Organizations Topic 10: Networked Narratives: Marketing in Online Communities Topic 11: Digital Power and Exploitation Topic 12: Digital Activism Assessments: Assignment#2 |
| Module 4 | Topics: Topic 13: Mobile Culture Topic 14: Software, Algorithms and Data Topic 15: Digital Social Research Topic 16: The Research Process Assessments: Paper#2 |
| Module 5 | Topics: Topic 17: Digital Ethnography Topic 18: Digital Citizenship Topic 19: Mapping and Mining Digital Society Topic 20: Final Project & Presentation Assessments: Final Project Final Presentation |

ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.



LEARNING REQUIREMENTS

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

TECHNOLOGY POLICY

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).

ACADEMIC INTEGRITY POLICY

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

DISABILITY ACCOMMODATION

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:



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Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.