

CISC 1597

New Media and Business

Instructor: Professor D. Safonte

Hours: Monday / Wednesday 11:00 am – 12:15 PM

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COURSE DESCRIPTION

The history, theory, and practice of new media in today's networked society and how this affects the profit and not-for-profit sectors; the implications of the convergence of technology and convergence of disciplines; Internet marketing; and the societal implications of the new connectedness. The latest research on the impact of second generation web-based media such as social networking, blogs, wikis, and virtual communities will be examined. This course will focus on how the new media is being used and/or should be used by the corporate world. This course is the same as TVRA 3537 [Television and Radio 31.7] and BUSN 3110 [Business 31.7].

OBJECTIVES

At the conclusion of this course students will gain an understanding of :

- new media history, theory, and principles
- how to integrate new media into the corporate structure
- how the new media can provide an organization with a competitive advantage
- how new media are being used in today's highly connected and interconnected environment
- the implications for society of many of these new media technologies especially in the business world
- trends in computer-mediated communication and what the future may hold

TEXTBOOK

The Age of Micromedia : How to Grow Your Audience. Henricks, Barbara, Shelton, Ru. Berrett-Koehler Publishers, In 2016 [AOM] ISBN: 9781626565807

New Media: A Critical Introduction by M. Lister, J. Dovey, S.Giddings, I. Grant and K. Kelly. Routledge, 2006. [LDGGK] ISBN: 978-0-415-43161-3

GRADING

- Homework / Labs 40%
- Midterm 15%
- Final Project 15%
- Final 30%

HOW TO CONTACT ME

The subject of your email MUST contain the following or it may end up in my SPAM filter:

BK CISC 1597 – your name – Assignment number or subject

If you have any questions please feel free to see me after class when possible. I am not on campus often, so if you need to communicate with me, the ONLY guaranteed way to reach me is by email.

COURSE POLICIES

Student Conduct

Any acts of disruption that go beyond the normal rights of students to question and discuss with instructors the educational process relative to subject content will not be tolerated, in accordance with the Academic Code of Conduct described in the Student Handbook.

Electronic Devices in Class Policy

Cellular telephones stay in your bag unless an absolute emergency. Phones are not allowed out during exams.

Examination Policy

A midterm and final examination will be given in class. No make-up exams will be allowed without prior arrangements being made.

Incomplete Policy

Students will not be given an incomplete grade in the course without sound reason and documented evidence in writing. In any case, for a student to receive an incomplete, he or she must be passing and must have completed a significant portion of the course.

Cheating Policy

Students are expected to uphold the school's standard of conduct relating to academic honesty. Students assume full responsibility for the content and integrity of the academic work they submit. The guiding principle of academic integrity shall be that a student's submitted work, examinations, reports, and projects must be that of the student's own work. Students shall be guilty of violating the college's policy if they:

1. Represent the work of others as their own.
2. Use or obtain unauthorized assistance in any academic work.
3. Give unauthorized assistance to other students.
4. Modify, without instructor approval, an examination, paper, record, or report for the purpose of obtaining additional credit.
5. Misrepresent the content of submitted work.

Any student violating the college's academic integrity policy is subject to receive a failing grade for the course and will be reported to the Office of Student Affairs. If a student is unclear about whether a particular situation may constitute violation, the student should meet with the instructor to discuss the situation.

For this class, it is permissible to assist classmates in general discussions of computing techniques. General advice and interaction are encouraged. Each person, however, must develop his or her own solutions to the assigned projects, assignments, and tasks. In other words, students may not "work together" on graded assignments. Such collaboration constitutes cheating. A student may not use or copy (by any means) another's work (or portions of it) and represent it as his/her own. If you need help on an assignment, contact your instructor, not other classmates.

Disabilities Policy

In compliance with the Americans with Disabilities Act (ADA), all qualified students enrolled in this course are entitled to "reasonable accommodations." Please notify the instructor during the first week of class of any accommodations needed for the course.

TUTOR ASSISTANCE

Tutors are available in the Learning Center.

CONSULTANT ASSISTANCE

Consultants in the open lab are on duty to assist you with hardware and software problems. If your computer malfunctions or your printer is out of paper, go to the main desk and ask a consultant for help. The consultants are not laboratory assistants and, therefore, are not responsible for answering specific laboratory homework questions.

LECTURE, LABORATORY, AND EXAMINATION SCHEDULE

Students should prepare to spend at least 3-6 hours per class on this material. If you do not have enough time, do not take the course. Do not kid yourself!

You are expected to read each assigned project *before* attempting the assignment.

Each assignment must be submitted on the day that it is due. Any assignment received after midnight of its due date will be penalized 5 points, for each class session after the due date. Once an assignment has accumulated 25 points of late penalties it will no longer be accepted.

Do not resubmit the assignment once the grade has been assigned.

Make sure your name, student ID, and homework number appear in the upper-left corner of *both* the electronic copies. If your assignment is multiple sheets, sequence it according to the order of the exercise.

CASE STUDY / Final Presentation

You will be expected to prepare a case study with a presentation at the end of the semester. We will review case study options and procedures and will have a few assignments to prepare you for this assignment.

- This assignment is a research paper AND an in-class presentation.
- Case study objective regarding new media and business. You can select any topic that may interest you based on the case studies available.
- Decide between prospective and retrospective research
- Narrow down your research goal: Illustrative case, Exploratory case, or Critical Instance case.
- Decide which 2 questions you are trying to answer / prove in your research. We will use these as 2 interview questions
 - Conduct research / We will do a class research project together
- Tips on how to do a case study: <https://www.wikihow.com/Do-a-Case-Study>

Our Virtual Schedule

ALL Students are expected to attend / participate lectures on WEDNESDAYS (unless otherwise specified) using the BlackBoard Discussion Boards

Discussion Posts are DUE 11:59pm the day they are posted!

To receive full credit for Discussion Posts, you must participate in the Discussion Board Forums;

1. Create a new thread. Your initial post should be a paragraph or 2 for EACH question asked.

2. Respond to at least TWO other students posts. Posts must be substantial. Your responses should be 1-2 sentences long when responding to another student.

Course Overview

Weeks 1-2

INTRODUCTION TO THE COURSE
HOW TO DO RESEARCH
ADVANCED RESEARCH

Topics: What is new media? What is old media?

BEFORE CLASS (always read before class – class participation is graded):

- LDGGK Chapter 1
- 8 Business Technology Trends to Watch , McKinsey Quarterly December 2007, also available from:
http://www.mckinseyquarterly.com/Information_Technology/Applications/Eight_business_technology_trends_to_watch_2008

ASSIGNMENT:

Search the Web, blogs, Wikipedia, books, newspapers and magazines (old media) - whatever - and come up with a one-paragraph working definition of New Media. Use

citations (footnotes or endnotes) to the sources that you used to create this working definition.

SYLLABUS AGREEMENT (Found under the Discussion Board link)

Feel free to use new media to come up with your definition of new media.

Weeks 3-4

Topics: Blogs/Vlogs; History of new media; Convergence of disciplines; how blogs are used by both for-profit and not-for-profit organization; blogs as a P.R. tool.

ASSIGNMENT: ETHICAL VLOGGING.

Find a blog being used by an executive and criticize it.

Find a blog / vlog worth subscribing to

Readings:

- LDGGK Chapter 2

Weeks 5 - 6

TOPICS: Hardware, software, networking – sometimes it's hard to tell the difference; Convergence of Technology

Personal computer, Telephone networks, smart phones, GPS, VR, AI, GUI, Skype / ZOOM

New media and marketing; advantages and disadvantages of using new media for marketing purposes

Online television vs. traditional television; Online newspapers vs. traditional newspapers; etc.

ASSIGNMENT: One - Page Write up based on your readings regarding the Convergence of Technology and how technology has change how society lives and communicates. Be sure to cite any references and submit your 1 page Word document here.

Readings / Videos:

- Denning, P., Horning, J., Parnas, D., and Weinstein, L.: "Wikipedia Risks", Communications of the ACM, 48, 12 (2005), 152.
- Videos: How we teach computers to understand pictures

- Technology Convergence
- Making sense of marketing in the digital age

MIDTERM EXAM

Weeks 7 - 8

TOPICS: Web 2.0. World Wide Web – the second generation: Blogs, Wikis, Internet groups, forums, listservs;

ASSIGNMENTS:

1. CREATE A WIKIPEDIA ENTRY. For this assignment you are to create an entry to Wikipedia, and send me the link. Wikipedia has an instructions page for students at: http://en.wikipedia.org/wiki/Wikipedia:School_and_university_projects_-_instructions_for_students

Go to this link and experiment with it by next class.

2. Term Project Area of Focus:

Review the available Case Studies under the Term Project Link or the New Media: A Critical Introduction textbook the 'How to do a Case Study' Wiki link posted.

Write up in a WORD document:

1. Which case study you would like to use
2. What are of research you will be focusing on
3. What your research goal will be for the case study

Weeks 9 - 10

TOPICS: Continued social network king, Faith on the web, Virtual Communities; Second Life, YouTube; Distance education;

Readings:

<http://whatis.techtarget.com/definition/Web-20-or-Web-2>

<https://www.americanexpress.com/us/small-business/openforum/articles/3-ways-ar-and-vr-may-shape-the-future-of-consumer-experiences/>

https://www.americanexpress.com/us/credit-cards/features-benefits/platinum/?extlink=CH=dm-CU=us-BU=GABM-REF=1072246_200840008_200840008-TST=plat17-EEP_URL=g_psoc&cpid=g_psoc

<http://www.sciencedirect.com/science/article/pii/S0261517709001332>

<https://www.life.church/>

<https://blog.markgrowth.com/how-augmented-and-virtual-reality-will-change-the-future-of-marketing-36c2ff1f8c8>

Weeks 11 - 12

TOPICS:

New media and Crime Solving

Digital piracy, copyright issues, mashups.

The Open-Source Community: collaborative software and other media.

Readings:

- VISIT: The GNU Project: <http://www.gnu.org/>
- Visit: Creative Commons: <http://creativecommons.org/>
- LDGGK Chapter 4

TOPICS: In the workplace: Wikis and blogs on the LAN; The learning organization. How to use blogs and wikis to create a learning organization. Ethical considerations: Access for people with disabilities; Purposeful loss of privacy; Gender and sexuality on the web; Internet predators; The digital divide.

Weeks 13 -14

PRESENTATIONS OF CASE STUDY'S

Date 2:15 pm – 3:30 pm	Location	CISC 1597 Objective
Monday – 01/29	WH 305	

Wednesday – 01/31	ONLINE LECTURE	Sample Discussion Session – Connect via Zoom Link on Blackboard
Monday – 02/05	WH 305	
Wednesday – 02/07	DISCUSSION LECTURE	
Monday - 02/12	WH 305	
Wednesday – 02/14	DISCUSSION LECTURE	
Monday – 02/19	NO CLASSES	NO CLASSES
Tuesday – 02/20	WH 305	MONDAY SCHEDULE
Wednesday – 02/21	DISCUSSION LECTURE	
Monday – 02/26	WH 305	
Wednesday – 02/28	DISCUSSION LECTURE	
Monday – 03/05	WH 305	
Wednesday – 03/07	DISCUSSION LECTURE	
Monday - 03/12		NO CLASSES
Wednesday – 03/14	DISCUSSION LECTURE	
Monday – 03/19	WH 305	
Wednesday – 03/21	DISCUSSION LECTURE	
Monday - 03/26	TBD	MIDTERM EXAM
Wednesday – 03/28	No lecture	Midterm week
Monday – 04/09	WH 305	
Wednesday – 04/11	DISCUSSION LECTURE	
Monday – 04/16	WH 305	
Wednesday – 04/18	DISCUSSION LECTURE	
Monday – 04/23	WH 305	
Wednesday – 04/25	DISCUSSION LECTURE	
Monday – 04/30	WH 305	
Wednesday – 05/02	DISCUSSION LECTURE	
Monday – 05/07	WH 305	FINAL PROJECT PRESENTATIONS
Wednesday – 05/09	DISCUSSION LECTURE	
Monday - 05/14	WH 305	FINAL PROJECT PRESENTATIONS
Wednesday – 05/16	DISCUSSION LECTURE	
Monday – 05/21	TBD	FINAL EXAM

All work must be submitted on time, via Blackboard.

Attendance:

Any work missed as a result of an absence is the responsibility of the student. In the case of an examination, a makeup will be allowed only in the case where the student has made arrangements **PRIOR** to the absence, or has a doctor's note proving illness or police report.

If any labs/experiments were missed and not made up within two classes, they will be graded zero. Missed laboratory experiments may be completed in the laboratory after completing the scheduled experiment.

As per College Policy, attendance will be taken in class. College attendance policies are in effect.

Online Behavior:

Each student has the right to study and learn in a comfortable environment without fear, without humiliation, without intimidation, without offensive or suggestive language, and without the destruction of self-esteem.

****Posts that violate this policy will be removed by the instructor. ****

Classroom Behavior:

The instructor requires a professional atmosphere in the classroom. No cursing, making noise, whistling, playing music, or inappropriate touching other people or their stuff will be allowed. Mute cell phones during lectures. During Labs, if you have to take an urgent call, first leave the classroom so as not to disturb the other students.

Talking or otherwise communicating (i.e. texting) with other students during tests will result in a grade of 0. WILL BE STRICTLY ENFORCED.

I TAKE PLAGIARISM AND CHEATING VERY SERIOUSLY!

Any of the following acts constitutes an offense of plagiarism:

- Using a phrase, sentence, or passage from another person's work without quotation marks and attribution of the source.
- Paraphrasing words or ideas from another person's work without attribution.
- Reporting as your own research or knowledge any data or facts gathered or reported by another person.
- Submitting in your own name papers, tests, examinations, or reports completed by another person.
- Submitting creative works, including images or reproduction of the creative works, of another person without proper attribution.
- Submitting oral or recorded reports of another without proper attribution.
- Downloading documents in whole or part from the Internet and presenting them as one's own.

Other offenses against academic integrity include the following:

- Collaborating with other students on assignments without the express permission of the instructor.
- Giving one's work to another student who then submits it as his or her own.
- Sharing or copying answers from other students
- Copying material from any digital resource/website during examinations (unless expressly authorized).
- Using notes or other sources to answer exam questions without the instructor's permission.
- Secreting or destroying library or reference materials.
- Submitting as one's own work a paper or results of research purchased or acquired from a commercial firm or another person.
- Submitting original work toward requirements in more than one class without the *prior* permission of the instructors.

Bibliography:

Society Online: The Internet in Context by Philip N. Howard and Steve Jones (eds.) Sage Publications, 2004.

The Online Advertising Playbook: Proven Strategies and Tested Tactics from the Advertising Research Foundation by Joe Plummer, John Wiley and Sons, 2007

Marketing in the New Media by Holly Berkeley, International Self Counsel Press, 2007

Building the Knowledge Management Network: Best Practices, Tools, and Techniques for Putting Conversation to Work by Cliff Figallo and Nancy Rhine. Wiley, 2002.

Infotopia: How Many Minds Produce Knowledge by C.R. Sunstein. Oxford University Press, 2006.

Wikinomics: How Mass Collaboration Changes Everything by Don Tapscott and Anthony D. Williams. Portfolio Hardcover Publishers, 2006.

Social Consequences of Internet Use: Access, Involvement, and Interaction by James E. Katz and Ronald E. Rice. Cambridge, MA: MIT Press, 2003.

The Impact of the Internet on Our Moral Lives by Robert J. Cavalier ed. Albany, NY: State University of New York Press, 2005.

Unleashing Web 2.0: From Concepts to Creativity by Gottfried Vossen and Stephan Hagemann. Morgan Kaufmann (2007)