

**Science, Technology and Society (STAS) 341 - Lecture 01**  
**New Media, Technology and Society**  
**Winter 2014**  
**Monday, 12:00 – 14:45**

**Instructor:** Dr. Delia Dumitrica  
**Office**  
**Location:** SS344  
**E-Mail:** dddumitr@ucalgary.ca  
**Office Hours:** Monday, 15:00 – 17:00 (or by appointment)

**Additional Information**

- This is a reading and writing intensive course.
- A component of this course involves experimenting with business simulation games outside of class hours over a period of one week (10-15 minutes of play/day).

**Calendar Description:**

A study of the implications of information technology for political, social and economic organization, individual psychology, and concepts of knowledge. Historical, ethical and legal implications will be discussed.

**Course Description:**

In this course, we will focus on the social, political and cultural aspects of new media. We will examine the social factors that influence the development and use of new media, as well as the effects these new media have on society. Topics to be examined include: the historical development of new media; copyright issues; creative industries; new media and surveillance; new media governance; economic aspects of new media; the role of users and participatory cultures.

You are expected to do the required readings prior to class, participate in class discussions, and engage in independent research. Classes will combine lecture with student presentations and discussions.

**Objectives of the Course**

By the end of the course, you should be able to:

- Identify, analyze and evaluate the social factors influencing the development and use of new media.
- Identify, analyze and evaluate the effects of technology on society.
- Evaluate specific new media in light of the social factors shaping them, as well as in light of their effects on society.

### **Internet and electronic communication device information**

All cell phones should be silenced for the entire duration of the class. Laptops, smartphones and tablets can only be used for taking notes.

### **Textbooks and Readings:**

- *New Media. An Introduction, Canadian Edition.* Terry Flew and Richard Smith. Oxford University Press, 2011 (**Important note:** This is a new edition of the textbook. Older editions are not acceptable).
- Additional required readings (journal articles) will be made available through Blackboard.

### **Assignments and Evaluation**

You will be graded on the following assignments:

- Participation 10%, ongoing.
- 2 x quizzes, 20%, *March 3 & April 7, 2014*
- Reading response, 20%, *February 3, 2014*
- Group presentation, 20%, *March 10 – March 31, 2014*
- Game response, 10%, *February 24, 2014*
- Final report, 20%, *April 7, 2014*

All assignments must be completed or a grade of F may be assigned at the discretion of the instructor.

It is the student's responsibility to keep a copy of each submitted assignment.

Note: Please hand in your essays directly to your instructor. If it is not possible to do so, a daytime drop box is available in SS320; a date stamp is provided for your use. A night drop box is also available for after-hours submission. Assignments will be removed the following morning, stamped with the previous day's date, and placed in the instructor's mailbox.

**Registrar-scheduled Final Examination:** No.

### **Policy for Late Assignments**

Assignments submitted after the deadline will be penalized with the loss of a grade (e.g.: A- to B+) for each day late. Late assignments submitted five or more days after the deadline will not be accepted.

### **Description of assignments**

All assignments should follow the APA guidelines for in-text citation and references.

#### **1. Participation (10%)**

You are expected to be present for all classes, read assigned texts prior to class, take detailed notes and actively participate in class discussions. Your participation grade will

be assessed based on a combination of your substantial and consistent contribution to the discussion of the assigned readings, and your participation in small in-class activities.

**2. Quizzes (20%) – March 3 & April 7, 2014**

Quizzes test your understanding of the required readings and of the material covered in class. Each quiz takes 30 minutes and consists of multiple-choice questions and possibly a short answer questions. The quizzes are non-cumulative. For each missed quiz, you will receive zero points.

**3. Reading response (20%) - February 3, 2014**

This assignment tests your understanding of the theory studied in this course (SCOT). You will submit an essay-type response to a set of questions about theory provided by the instructor.

Length: approx. 7 pages, double spaced.

**4. Group presentation (20%) - March 10 – March 31, 2014**

You will work in groups of 5 on researching and presenting the social context of a new media hardware or software provided by the instructor. Groups will provide: a historical overview, a discussion of the copyright aspects, and a discussion of the economic aspects of the new media in question.

Length: 10 minutes.

**5. Game response (10%) - February 24, 2014**

This assignment is the first step towards the final paper. You will choose a specific business simulation game (out of a list provided by the instructor) and play on a daily basis over a period of a week (for 10-15 minutes/ day). In the game response, you will reflect on your experience of playing this game by examining the various social factors that have influenced your gaming experience (e.g. level of expertise, familiarity with games, personal context, school work, etc.). This assignment will make use of the theoretical framework in order to analyze your personal experiences of new media use.

Length: approx. 5 pages, double spaced.

**6. Final report (20%) - April 7, 2014**

In this assignment, you will further research your chosen business simulation game by gathering factual information about its producer, the reviews it has received and the fan communities it has spurred. You will rely on the theoretical framework studied in this course to discuss the social factors that are influencing the use of the game and the effects of the game on players.

Length: approx. 10 pages, double spaced.

**Freedom of Information and Protection of Privacy Act**

This course is conducted in accordance with the Freedom of Information and Protection of Privacy Act (FOIP). As one consequence, **students should identify themselves on all written work by placing their name on the front page and their ID number. Also**

**you will be required to provide a piece of picture identification in order to pick up an assignment or look at a final exam from SS320 after classes have ended.**

For more information see also <http://www.ucalgary.ca/secretariat/privacy>.

## **Writing Skills Statement**

Department policy directs that all written assignments (including, although to a lesser extent, written exam responses) will be assessed at least partly on writing skills. For details see <http://comcul.ucalgary.ca/needtoknow>. Writing skills include not only surface correctness (grammar, punctuation, sentence structure, etc) but also general clarity and organization. Research papers must be properly documented.

If you need help with your writing, you may use the Writing Centre. Visit the website for more details: <http://www.ucalgary.ca/ssc/writing-support>

## **Grading System**

The following grading system is used in the Department of Communication and Culture:

	Grading Scale
A+	96-100
A	90-95.99
A -	85-89.99
B+	80-84.99
B	75-79.99
B-	70-74.99
C+	65-69.99
C	60-64.99
C-	55-59.99
D+	53-54.99
D	50-52.99
F	0-49

Where a grade on a particular assignment is expressed as a letter grade, it will normally be converted to a number using the midpoint of the scale. That is, A- would be converted to 87.5 for calculation purposes. F will be converted to zero.

## **Plagiarism**

Using any source whatsoever without clearly documenting it is a serious academic offense. Consequences include failure on the assignment, failure in the course and possibly suspension or expulsion from the university.

You must document not only direct quotations but also paraphrases and ideas where they appear in your text. A reference list at the end is insufficient by itself. Readers must be

able to tell exactly where your words and ideas end and other people's words and ideas begin. This includes assignments submitted in non-traditional formats such as Web pages or visual media, and material taken from such sources.

Please consult your instructor or the Writing Centre (3<sup>rd</sup> Floor Taylor Family Digital Library, <http://www.ucalgary.ca/ssc/writing-support>) if you have any questions regarding how to document sources.

### **Academic Misconduct**

For information on academic misconduct and the consequences thereof please see the current University of Calgary Calendar at the following link;  
<http://www.ucalgary.ca/pubs/calendar/current/k.html>

### **Students with Disabilities**

If you are a student with a disability who may require academic accommodation, it is your responsibility to register with the Student Accessibility Services (220-8237, <http://www.ucalgary.ca/access/>) and discuss your needs with your instructor no later than fourteen (14) days after the start of the course.

### **Students' Union**

For details about the current Students' Union contacts for the Faculty of Arts see <http://www.su.ucalgary.ca/governance/elections/home.html>

### **Student Ombudsman**

For details on the Student Ombudsman's Office see <http://www.ucalgary.ca/provost/students/ombuds>

### **Emergency Evacuation and Assembly points**

For information on the emergency evacuation procedures and the assembly points see <http://www.ucalgary.ca/emergencyplan/assemblypoints>

### **"SAFEWALK" Program -- 220-5333**

Campus Security will escort individuals day or night -- call 220-5333 for assistance. Use any campus phone, emergency phone or the yellow phone located at most parking lot booths.

### **Ethics**

Whenever you perform research with human participants (i.e. surveys, interviews, observation) as part of your university studies, you are responsible for following

university research ethics guidelines. Your instructor must review and approve of your research plans and supervise your research. For more information about your research ethics responsibilities, see

The Department of Communication and Culture Research Ethics site:

<http://www.comcul.ucalgary.ca/ethics>

or the University of Calgary Research Ethics site:

<http://www.ucalgary.ca/research/ethics/cfreb>

### **Schedule of Lectures and Readings**

A detailed schedule of lectures and readings will be provided in the first day of class and posted on Blackboard.