

## COURSE OUTLINE

### **Social Science 105 Our Digital World: The Internet, Social Media, and Society**

#### **I. Catalog Statement**

Social Science 105 introduces students to the landscape of emerging media within the information society. Using an interdisciplinary approach, students develop a critical understanding of the psychology, history, politics, and economics of new information technologies and the sociocultural shifts from which they evolved. By focusing on cutting edge content and events, students study and apply theoretical concepts to real-life issues, such as the impact of technology on society, the relationship between digital devices and identity, the explosion of video content, privacy and surveillance, intellectual property, hacktivism, cybercrime, and more. Through the use of video, audio, web-based, and print materials, students explore the complex and interconnected relationship between emerging media, technology, and society.

Total Lecture Units: 3.0

Total Laboratory Units: 0.0

**Total Course Units: 3.0**

Total Lecture Hours: 48.0

Total Laboratory Hours: 0.0

Total Laboratory Hours To Be Arranged: 0.0

**Total Faculty Contact Hours: 48.0**

Recommended Preparation: Eligibility for ENGL 120 or ESL 151

#### **II. Course Entry Expectations**

Prior to enrolling in the course, the student should be able to:

- analyze short essays (at least five paragraphs in length) to identify thesis, topic development and concluding sentences, as well as traditional expressions used to increase coherence;
- evaluate compositions for unity, and sufficiency of development, and coherence, as well as variety of sentence structure;

- organize and write a thesis-driven, organized essay which is at least three paragraphs in length (paragraphs should have a topic sentence and at least five additional sentences which further develop that topic sentence with explanations or examples. These sentences must be in logical order and be connected by transitional expressions, where appropriate. Paragraphs must be tied together by appropriate transitions or other devices which provide cohesion.);
- use in their essays a variety of sentence types with minimal errors in such basics of the sentence as subject-verb agreement, subordination, and complementation.

### **III. Course Exit Standards**

Upon successful completion of the required coursework, the student will be able to:

- explore the impact of new media and emerging technologies on society and large institutions such as news, government, entertainment, and education;
- explain the relationship between digital literacy, information inequality, and the digital divide;
- describe common beliefs, philosophies, and theories shared by free speech advocates, hacktivists, technologists, and futurists;
- recognize and distinguish between issues related to identity, privacy, and surveillance;
- identify major influences on internet culture;
- evaluate law and legislation related to internet accessibility, online sharing, emerging technologies, and cybercrime;
- locate, use, and cite information resources and creative content accurately and responsibly.

### **IV. Course Content**

**Total Faculty Contact Hours = 48.0**

#### **A. The Impact of Technology on the Development of Society (12 hours)**

1. Print press
2. Radio
3. Television
4. Internet
5. Web

#### **B. Information Inequality (6 hours)**

1. Social structures and information ecologies
  - a. Libraries
  - b. Archives
  - c. Museums
  - d. Schools
  - e. Community agencies
2. Digital divide

- C. Information and Communication (**6 hours**)
  - 1. Methods of content delivery
  - 2. Mobile communication
  - 3. Location-based media
- D. Public Policy and New Media (**6 hours**)
  - 1. Copyright and fair use
    - a. Digital rights management
    - b. Creative Commons
    - c. Royalty-free content
  - 2. Piracy
  - 3. Privacy and surveillance
  - 4. Cybercrime
- E. Web-based Technologies (**12 hours**)
  - 1. Blogs/Vlogs
  - 2. Microblogging
  - 3. Multimedia Messaging Systems
  - 4. Social networking
  - 5. Podcasting
  - 6. Digital entertainment platforms
- F. Internet Culture (**6 hours**)
  - 1. Community-based organizing
  - 2. Free speech and social responsibility
  - 3. Hactivism
  - 4. Collaborative economy
  - 5. Sharing society
  - 6. Crowdsourcing

## V. **Methods of Instruction**

The following methods of instruction may be used in the course:

- classroom lecture and discussion;
- audio-visual presentations;
- team-based learning;
- student presentations;
- guest presentations.

## VI. **Out of Class Assignments**

The following out of class assignments may be used in the course:

- research project (e.g. team project on topic related to information and society);
- audio/video assignments (e.g. podcast episodes related to information and society);
- writing assignments (e.g. research papers, essays, journal entries, reading responses);
- research activities (e.g. library research or research based on data collection);
- preparation for presentation and team projects.

## **VII. Methods of Evaluation**

The following methods of evaluation may be used in the course:

- class participation demonstrating course exit standards;
- essay examinations or other writing assignments (both in and outside of class) demonstrating course exit standards;
- peer review activities;
- final project demonstrating critical thinking skills and the ability to apply and communicate concepts in a collegiate manner;
- final project presentations.

## **VIII. Textbook(s)**

Mele, Nicco. *The End of Big: How the Internet Makes David the New Goliath*.  
New York: St. Martin's P, 2013. Print and electronic.

12th Grade Textbook Reading Level. ISBN (for print): 1-250-02223-1. ISBN (for electronic): 1-250-02186-3.

Vivian, John. *Media of Mass Communication*. 11<sup>th</sup> ed. Upper Saddle River:  
Prentice Hall, 2012. Print.

12th Grade Textbook Reading Level. ISBN: 0-205-84395-6

Scholarly journal articles and videos as assigned by instructor.

## **IX. Student Learning Outcomes**

Upon successful completion of the required coursework, the student will be able to:

- distinguish periods of technological advancement;
- identify and distinguish new or emerging technologies;
- use new or emerging technologies;
- evaluate the social, cultural, political, and economic impact of new and emerging technologies.