COMM 620: Theories of Computer Mediated Communication   Fall 2013

Wednesdays, 12:30-3:20 pm, Room 230 ASCJ or office (301D)
Instructor:  Margaret McLaughlin margaretlmclaughlin@gmail.com or mmclaugh@usc.edu
213-740-3938  Office Hour:  1:00 pm  Mondays or by appointment   301-D Annenberg School

Class Requirements:
Complete and present a data-based term paper on some aspect of computer-mediated communication
Lead discussion and prepare abstracts for two-three of the weekly topics

Term Paper Timetable

Suggested due date for IRB application:  October 20
Final paper due:  December 8

Readings:

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Wednesday August 28:  Introduction

Wednesday, September 4: Adoption of CMC Technologies


**Wednesday September 11: Social Networking**


Wednesday September 18: Self-Presentation and Impression Formation in CMC


**Wednesday, September 25: Credibility and Trust**


**Wednesday, October 2: Online Friendships**

Social telepresence bakeoff: Skype group video calling, google+ hangouts, and microsoft avatar kinect [http://dl.acm.org/citation.cfm?id=2141531]


Rice, A. (2013). We are all friends nowadays: But what is the outcome of online friendship for young people in terms of individual social capital? http://research-publishing.net/publication/chapters/978-1-908416-08-7/Rice_88.pdf

**Wednesday, October 9: Online and Location-Based Dating**

http://www.buzzfeed.com/katieheaney/okcupid-will-let-users-pay-to-promote-themselves

Sorry, but Lying on Your Online Dating Profile Might Be a Federal Crime
http://www.slate.com/blogs/xx_factor/2013/07/19/lying_on_facebook_or_eharmony_might_be_a_federal_crime.html

Eleven signs you're a Facebook stalker
http://www.buzzfeed.com/kaylaroseh/11-signs-youre-a-facebook-stalker-ckfq


**Wednesday, October 16: Managing Romantic Relationships Online**


Fox, J., Warber, K. M., & Makstaller, D. C. (2013). The role of Facebook in romantic


**Wednesday, October 23: Person Variables Affecting Social Media Use**


phobia? Computers in Human Behavior, 29(1), 140-144.  
doi:http://dx.doi.org/10.1016/j.chb.2012.07.025

**Wednesday, October 30: Parasocial Interaction**

http://www.calstatela.edu/faculty/sfischo/SteverParasocial%20Final2013.docx


http://216.47.136.230/bitstream/handle/10560/2889/CeDEM_share.pdf?sequence=1

http://online.liebertpub.com/doi/abs/10.1089/cyber.2012.0510

**Wednesday, November 6: The Dark Side of CMC**

Facebook Use and Sadness  
http://www.plosone.org/article/info%253Adoi%252F10.1371%252Fjournal.pone.0069841


http://www.jmir.org/2012/6/e151/

Buchanan, T., & Whitty, M. T. (2013). The online dating romance scam: causes and

**Wednesday, November 13: Online Social Support and Knowledge Sharing**

Vitak, J., & Ellison, N. B. (2013). 'There’s a network out there you might as well tap': Exploring the benefits of and barriers to exchanging informational and support-based resources on Facebook. *New Media & Society, 15*(2), 243-259. doi:http://dx.doi.org/10.1177/1461444812451566


**November 20: Location based services and locative media**


http://dx.doi.org/10.1145/2493432.2493485


**Some Methodological Odds and Ends**


"The Popularity of Your Tweets Can Be Predicted" 
http://mashable.com/2013/07/05/popularity-of-tweets-model/

"Union Metrics goes from premium to freemium to analyze your Tumblr posts"  
http://gigaom.com/2013/07/16/union-metrics-goes-from-premium-to-freemium-to-analyze-your-tumblr-posts/

http://www.tandfonline.com/loi/wths20


**December 4: Presentation of Term Projects**