

ENGR 410 Social Media for Scientists and Engineers

Units: 2

Section: 28527

Spring 2021: M, W; Time: 2:00 PM – 2:50 PM

Location: Online

Instructor: Sarah Mojarad

Office Hours: By appointment

Contact Info: Mojarad@usc.edu

Course Description

This course is an introduction to the various ways in which social media and science are intersecting in a compelling manner. New technologies and online communities are powerful tools that are changing the ways in which scientists and engineers are engaging one another (inreach) and general audiences (outreach). Through a series of case studies, students examine issue-based examples that address the complexities surrounding ethics, privacy, reputation management, ownership, and the law. Assignments and in-class discussions focus on the development and understanding of appropriate usage of social media for personal and professional development.

Learning Objectives

Participants will learn:

1. To utilize social media in meaningful ways to disseminate scientific information
2. How to successfully communicate with STEM and non-STEM communities
3. The positive and negative consequences of social media illustrated via case studies
4. The impact of social media on personal and professional branding
5. How social media is changing the peer-review process and publishing landscapes
6. Issues concerning social media ownership, privacy, law, and ethics
7. The importance of developing a personal and professional brand
8. To maintain a professional, online identity and reputation
9. To analyze a social media presence and evaluate the strengths and weaknesses

Technological Proficiency and Hardware/Software Required

Web access is required. Readings and assignments are available on a week-to-week basis via course website on Blackboard.

This course contains audio materials, and in some cases, you may be required to record audio for homework assignments. Using a basic headset or the recording feature on your computer/cell phone is acceptable. Headsets can be purchased through the USC bookstore or on vendors such as Amazon.com.

Required Readings and Supplementary Materials

Required readings and supplementary materials are provided on Blackboard. This course does not have a required textbook for purchase.

Description and Assessment of Assignments

Participation 5%: Students are expected to attend every class, arrive on time, and participate in class discussion. The assigned readings guide many of the class discussions; therefore, students should come to class having completed the assigned readings and ready to discuss them.

Reading Pop Quizzes 10%: Students should expect pop quizzes throughout the semester. These ensure that assigned readings are completed prior to each class. The lowest score will be dropped from the final grade.

Assignments 40%: There are two assignments in this course. The goal of these assignments is to connect concepts and ideas learned in class to your own experiences and observations using social media. Each assignment is worth 20% of the final grade and needs to be submitted on Blackboard via TurnItIn.

Personal Branding Project 15%: Students create a personal brand that showcases their academic achievements/interests, hobbies and future goals. In addition to receiving feedback from the instructor, a peer review will be conducted in class. Further details on this project will be provided in class and on Blackboard.

Final Project 30%: Social media has changed the way we access information and stay up-to-date on breaking news. The quality of information is not always trustworthy or accurate. For the final project, students will be asked to propose solutions to the disinformation and misinformation that plagues social media. Students will choose a platform to analyze for this assignment. More details will be provided in class and on Blackboard.

Course Policies

Late Assignment Policy: Assignments that are submitted after a posted deadline will be penalized 5% per day. To avoid this penalty, students must communicate at least 24 hours before the posted deadline and receive instructor approval for an extension. Assignments that are submitted more than a week late (without approval) will receive no credit.

Attendance Policy: Attendance in ENGR 410 is mandatory and expected. Students are expected to show up to each class on time and remain for the full duration. Excused absences are granted on a case-by-case basis and students should alert the instructor prior to a planned absence. In the event of an emergency, students should contact the instructor as soon as possible. Excessive absences or tardiness will negatively impact one's final grade.

Course-related Behavior Policy: Everyone is expected to interact respectfully with one another in this class. Misconduct and disruptions will not be tolerated.

This syllabus is subject to change. Changes will be announced in class and updated on Blackboard. Students will be held responsible for all changes.

Grading Breakdown

Assignment	% of Grade
Participation	5
Quizzes	10
Assignments (2)	40
Personal Brand Project	15
Final Project	30
TOTAL	100

Grading Scale

Course final grades will be determined using the following scale:

A	95-100
A-	90-94
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
D-	60-62
F	59 and below

Assignment Submission Policy

Assignments must be submitted via Blackboard. If there are any issues with upload, please email work (prior to deadline) to Mojarad@usc.edu.

Grading Timeline

Grading and feedback will be provided via Blackboard and/or email.

Course Schedule: A Weekly Breakdown (subject to change)

	Topics/Daily Activities	Readings and Homework	Deliverable/ Due Dates
Week 1	Introduction and Course Overview	See Blackboard for assigned readings	
Week 2	History of Technology and Social Media	Discussion Board See Blackboard for assigned readings	
Week 3	How Social Media has Shifted the Scientific Conversation	Discussion Board See Blackboard for assigned readings	Assignment 1 assigned
Week 4	Introduction to Social Media Inreach and Outreach	Discussion Board See Blackboard for assigned readings	Assignment 1 due
Week 5	Managing Social Outreach and Dealing with the Media No class Mon 2/15	Discussion Board See Blackboard for assigned readings	
Week 6	Personal Branding for Scientists and Engineers	Discussion Board See Blackboard for assigned readings	Group Project

Week 7	Personal Branding for Scientists and Engineers	Discussion Board See Blackboard for assigned readings	Group Project
Week 8	Crisis Communication	Discussion Board See Blackboard for assigned readings	
Week 9	Crisis Communication	Discussion Board See Blackboard for assigned readings	
Week 10	Online Reputation	Discussion Board See Blackboard for assigned readings	Assignment 2 assigned
Week 11	Social Media and the Law	Discussion Board See Blackboard for assigned readings	Assignment 2 due
Week 12	Social Media and the Law Wellness day – April 7	Discussion Board See Blackboard for assigned readings	
Week 13	How to Make an Effective Presentation; Collaborating with Colleagues: Digital vs. Face-to-Face	Discussion Board See Blackboard for assigned readings	Final Project assigned
Week 14	Looking forward: AR/VR	Discussion Board	Final Project due
Week 15	Final Project		Last day April 28
Final	Final Examination		Course Evaluation

Statement on Academic Conduct and Support Systems

Academic Conduct:

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Part B, Section 11, “Behavior Violating University Standards” <https://policy.usc.edu/scampus-part-b/>. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct>.

Support Systems:

Student Counseling Services (SCS) - (213) 740-7711 – 24/7 on call

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention. <https://engemannshc.usc.edu/counseling/>

National Suicide Prevention Lifeline - 1-800-273-8255

Provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week. <http://www.suicidepreventionlifeline.org>

Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-4900 - 24/7 on call

Free and confidential therapy services, workshops, and training for situations related to gender-based harm. <https://engemannshc.usc.edu/rsvp/>

Sexual Assault Resource Center

For more information about how to get help or help a survivor, rights, reporting options, and additional resources, visit the website: <http://sarc.usc.edu/>

Office of Equity and Diversity (OED)/Title IX Compliance – (213) 740-5086

Works with faculty, staff, visitors, applicants, and students around issues of protected class. <https://equity.usc.edu/>

Bias Assessment Response and Support

Incidents of bias, hate crimes and microaggressions need to be reported allowing for appropriate investigation and response. <https://studentaffairs.usc.edu/bias-assessment-response-support/>

The Office of Disability Services and Programs

Provides certification for students with disabilities and helps arrange relevant accommodations. <http://dsp.usc.edu>

Student Support and Advocacy – (213) 821-4710

Assists students and families in resolving complex issues adversely affecting their success as a student EX: personal, financial, and academic. <https://studentaffairs.usc.edu/ssa/>

Diversity at USC

Information on events, programs and training, the Diversity Task Force (including representatives for each school), chronology, participation, and various resources for students. <https://diversity.usc.edu/>

USC Emergency Information

Provides safety and other updates, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible, <http://emergency.usc.edu>

USC Department of Public Safety – 213-740-4321 (UPC) and 323-442-1000 (HSC) for 24-hour emergency assistance or to report a crime.

Provides overall safety to USC community. <http://dps.usc.edu>