

# **ENGR 410 Social Media for Scientists and Engineers**

**Units: 2**

**Section: 28527**

**Spring 2023: M, W; Time: 2:00 PM – 2:50 PM**

**Location: KDC 241**

**Instructor: Sarah Mojarad**

**Office Hours:** By appointment

**Contact Info:** [Mojarad@usc.edu](mailto: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. Students should come to class ready to discuss the assigned topics, themes, or readings for the week.

Reading “Pop” Quizzes 5%: Students should expect 1-2 quizzes throughout the semester.

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 20%: Students will manage their personal brand so that their digital footprint 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.

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.

## Grading Breakdown

Assignment	% of Grade
Participation	5
Quizzes	5
Assignments (2)	40
Personal Brand Project	20
Final Project	30
<b>TOTAL</b>	<b>100</b>

## 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](mailto:Mojarad@usc.edu).

## Grading Timeline

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

## Course Schedule: A Weekly Breakdown (subject to change)

	<b>Topics/Daily Activities</b>	<b>Deliverable/ Due Dates</b>
<b>Week 1</b>	Introduction and Course Overview	
<b>Week 2</b>	History of Technology and Social Media	
<b>Week 3</b>	How Social Media has Shifted the Scientific Conversation	<b>Assignment 1</b>
<b>Week 4</b>	Introduction to Social Media Inreach and Outreach	
<b>Week 5</b>	Managing Social Outreach and Dealing with the Media	
<b>Week 6</b>	Personal Branding for Scientists and Engineers	<b>Personal Brand Project</b>
<b>Week 7</b>	Personal Branding for Scientists and Engineers	<b>Personal Brand Project</b>
<b>Week 8</b>	Crisis Communication	
<b>Week 9</b>	Crisis Communication	
Week 10 - Spring Break		
<b>Week 11</b>	Online Reputation	
<b>Week 12</b>	Social Media and the Law	<b>Assignment 2</b>
<b>Week 13</b>	How to Make an Effective Presentation; Collaborating with Colleagues: Digital vs. Face-to-Face	
<b>Week 14</b>	Looking forward: AR/VR	
<b>Week 15</b>	Final Project	<b>Final Project due</b>
<b>Week 16</b>	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>