Instructor Information
Instructor: Danielle J. Deveau
Office: HH225
Office Hours: TTh 1:30-2:20
Email: d2deveau@uwaterloo.ca

Please email the instructor to set up an office hours appointment.

Email etiquette:
1) Do include your full name, student number, course number, and course section in all email correspondence.
2) Do not email to ask what we did in a class that you missed. Ask a friend instead.
3) Do not email to ask for information that can be found in the course outline or on assignment sheets. If you have asked a question about the course and you do not hear from me within 24 hrs, try checking the course outline. Your answer may be there.
4) Do expect to wait 24hrs for a response to your email. Do not email last minute assignment questions. Do not expect to receive an email response in the middle of the night or on the weekend.

Course Description
This course surveys the popular social media landscape and charts scholarly approaches to understanding and analyzing social media and its related texts. Topics to be discussed include memes, social networks, fan communities, digital identity, labour, sociality, trolling, ownership and regulation.

Course Learning Objectives
Successful completion of this course will enable the student to:

• Critically analyze social media texts
• Evaluate the source, content, audience, and effects of social media
• Identify organizational and regulatory constraints in the social media system
• Understand and reproduce the codes of media texts such as memes and viral content
• Assess key issues in social media such as regulation, labour and privacy

Required Text
Course Requirements and Assessments

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Date of Evaluation</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group Presentation</td>
<td>TBD</td>
<td>10%</td>
</tr>
<tr>
<td>Group Report</td>
<td>TBD</td>
<td>15%</td>
</tr>
<tr>
<td>Memes, Click-bait, and Viral Content</td>
<td>TBD</td>
<td>15%</td>
</tr>
<tr>
<td>Media Diary</td>
<td>Oct. 30</td>
<td>5%</td>
</tr>
<tr>
<td>Textbook Remix</td>
<td>Nov. 26</td>
<td>25%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>Dec. 3</td>
<td>10%</td>
</tr>
<tr>
<td>Participation and Professionalism</td>
<td>n/a</td>
<td>20%</td>
</tr>
</tbody>
</table>

Total: 100%

Student’s will receive more detailed information about each individual assignment in class.

Late Work
Late work will be penalized 5% per day. Assignments submitted late may be subject to longer turn-around times and are less likely to receive detailed instructor feedback. Students who require an extension due to extenuating circumstances (ex. medical crisis with note) must negotiate this extension prior to the assignment deadline.

Electronic Device Policy
Electronic devices can only be used in class for the completion of course work and activities.

Attendance Policy
Attendance is mandatory and students will receive a grade based upon their class participation and professionalism.

Institutional-required statements for undergraduate course outlines approved by Senate Undergraduate Council, April 14, 2009

Academic Integrity
In order to maintain a culture of academic integrity, members of the University of Waterloo community are expected to promote honesty, trust, fairness, respect and responsibility. See the UWaterloo Academic Integrity webpage (https://uwaterloo.ca/academic-integrity/) and the Arts Academic Integrity webpage (https://uwaterloo.ca/arts/current-undergraduates/student-support/ethical-behaviour) for more information.

Discipline
A student is expected to know what constitutes academic integrity, to avoid committing academic offences, and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offence, or who needs help in learning how to avoid offences (e.g., plagiarism, cheating) or about “rules” for group work/collaboration should seek guidance from the course professor, academic advisor, or the Undergraduate Associate Dean. When misconduct has been found to have occurred, disciplinary penalties will be imposed under Policy 71 – Student Discipline. For information on categories of offenses and types of penalties, students should refer to Policy 71 - Student Discipline. For

Grievance
A student who believes that a decision affecting some aspect of his/her university life has been unfair or unreasonable may have grounds for initiating a grievance. Read Policy 70 - Student Petitions and Grievances, Section 4 (https://uwaterloo.ca/secretariat-general-counsel/policies-procedures-guidelines/policy-70). When in doubt please be certain to contact the department’s administrative assistant who will provide further assistance.

Appeals
A decision made or penalty imposed under Policy 70, Student Petitions and Grievances (other than a petition) or Policy 71, Student Discipline may be appealed if there is a ground. A student who believes he/she has a ground for an appeal should refer to Policy 72, Student Appeals (https://uwaterloo.ca/secretariat-general-counsel/policies-procedures-guidelines/policy-72).

Note for Students with Disabilities
The AccessAbility Services office, located on the first floor of the Needles Hall extension (NH 1401), collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the academic integrity of the curriculum. If you require academic accommodations to lessen the impact of your disability, please register with the AS office at the beginning of each academic term.