Course	**DEI 625 – Winter 2012**
Course title	**Media Innovation and Impact**
Meetings	Mondays, 5:00-8:00
Instructor	Neil Randall
Office and Hours	Mondays 1:00-4:00
Email	nrandall@.uwaterloo.ca (contact by email highly recommended) or via LEARN

Rationale	This course is about media and innovation – primarily digital media and digital innovation, but not exclusively. Understanding the impact of media innovation means understanding the history of these media; impact occurs only in context. To that end, we will examine the history of the Internet as well as specific media within the Internet, in particularly the participatory sites Facebook, YouTube, and Wikipedia. We will also examine the innovation histories of the most important companies in the history of personal computing: IBM, Microsoft, and Apple (with nods to Atari, Nintendo, Palm, and Research in Motion. By the end of this course, you will have studied elements of the history of digital media innovation, the differences between innovation and invention, the use of "innovation" as a term in news and business media, and the seemingly relentless focus on innovation in the stated priorities of government, business, and education in Canada.
	Also by the end of this course, you will have engaged in an attempt at innovation. In groups, you will work towards the creation of an innovative system or artifact, guided by the principles of innovation discussed in class and those you discover in your own research. Part of the task will be you to determine what it means to be innovative, what processes you can engage in order to move an innovative idea to fruition, and how to present the system or artifact as innovative in a marketing environment where the word "innovative" is used constantly and indiscriminately.
	We will focus our study of innovation through the lenses of four assigned books and various other assigned articles and media artifacts. Three of the books are available via the UW bookstore or via online bookstores; the fourth is provided as a PDF file. The articles and media artifacts are available online, either publicly or through the UW library.
Textbooks	Berkun, Scott (2010). *The Myths of Innovation*. O'Reilly Media.
	Grainge, Paul, ed. (2011). *Ephemeral Media: Transitory Screen Culture from Television to YouTube*. Palgrave MacMillan.
	Wittkower, D. E., ed. (2010). *Facebook and Philosophy: What's on Your Mind*. Open Court.
UW LEARN Site	This course depends a great deal on the LEARN site (learn.uwaterloo.ca), UW's new LMS (replacing ACE). I will post announcements there and will conduct all email and other communication through this site (although these will also be emailed to you), mount or link additional materials, establish discussion threads, and so forth. Please check and use this site for all course purposes.
Assignments	**A (25%)—Innovation Blog** (Individual): An weekly blog discussing current innovations in the technology and/or digital media sectors. Due dates as per full assignment description.
	B (35%)—Open Project (Individual or Pairs): An articulation and critique of the readings in the course, presented in anything from traditional essay format through creative expression of one kind or another. Topic and presentation format to be approved by the instructor early in the course.
	C (40%)—Group Project (Teams): The innovation design project.

Schedule	Jan 9	1. Introductions, syllabus, assignment overview. 2. History of the Internet: 1969-1993 3. Workshop: How the Web works
	Jan 16	1. *Wikipedia Reader* – Reagle, O'Sullivan, Liang, Geiger 2. History of the Internet: 1993-2004 3. Workshop: Innovation in HTML 5 – HTML 5 vs Flash 4. Project Preparation I
	Jan 23	1. *Wikipedia Reader* –Kildall/Stern, Carr, Lichty, O'Neil 2. Workshop: The history and impact of the personal computer 3. Project Preparation II
	Jan 30	1. *The Myths of Innovation* (entirety) 2. Workshop: The history and impact of mobile computing
	Feb 6	1. *Facebook and Philosophy* – chpts 1-4, 7 2. Workshop: The patent wars 3. Discussion: Participatory Media part I: the Web
	Feb 13	1. *Facebook and Philosophy* – chpts 8, 10, 12, 16 2. Workshop: The history of social media 3. Project Report #1
	Feb 20	**Reading Week – no class**
	Feb 27	1. *Facebook and Philosophy* – chpts 19-23 2. Workshop: Creating a new social network. 3. Discussion: Issues in digital identity
	Mar 5	**Instructor at conference – groups meet to work on projects**
	Mar 12	1. *Ephemeral Media* – Intro, Part I 2. Project Report #2 3. Workshop: Participatory Media part II: Fan sites
	Mar 19	1. *Ephemeral Media* – Part II 2. Workshop: TBA
	Mar 26	1. *Ephemeral Media* – Intro, Part III 2. Workshop: TBA
	Apr 2	**Project Presentations**

Statement on Academic Integrity

<u>**Academic Integrity:**</u> 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.

<u>**Discipline:**</u> A student is expected to know what constitutes academic integrity, to avoid committing academic offenses, and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offense, or who needs help in learning how to avoid offenses (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, http://www.adm.uwaterloo.ca/infosec/Policies/policy71.htm

<u>**Grievance:**</u> 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, http://www.adm.uwaterloo.ca/infosec/Policies/policy70.htm

<u>**Appeals:**</u> A student may appeal the finding and/or penalty in a decision made under Policy 70 - Student Petitions and Grievances (other than regarding a petition) or Policy 71 - Student Discipline if a ground for an appeal can be established. Read Policy 72 - Student Appeals, http://www.adm.uwaterloo.ca/infosec/Policies/policy72.htm

Avoiding Academic Offences: http://arts.uwaterloo.ca/arts/ugrad/academic_responsibility.html