

<p><i>Course</i> <i>Course title</i> <i>Meetings</i> <i>Instructor</i> <i>Office and Hours</i> <i>Email</i></p>	<p>DEI 625 – Fall 2012 Media Innovation and Impact Wednesdays, 4:00-7:00 Neil Randall Wednesdays 2:30-4:00 nrandall@uwaterloo.ca (contact by email highly recommended) or via LEARN</p>
<p><i>Rationale</i></p>	<p>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, especially the world of participatory media. 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). We will also read a variety of writings about innovation, as a means of providing an even stronger context for understanding this fascinating and vastly overused term.</p> <p>In addition, 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.</p> <p>We will focus our study of innovation through the lenses of two assigned books and various other assigned articles and media artifacts. One of the books is available online; the other must be purchased. The articles and media artifacts are available online, either publicly or through the UW library.</p>
<p><i>Textbooks</i></p>	<p>Berkun, Scott (2010). <i>The Myths of Innovation</i>. O’Reilly Media. Fagerberg, Jan, et al, eds. (2006). <i>The Oxford Handbook of Innovation</i>. (available online)</p>
<p><i>UW LEARN Site</i></p>	<p>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.</p>

<i>Course</i>	DEI 625 – Fall 2012
<i>Assignments</i>	<p>A (35%)—Essay examining innovation blogs (Individual): A formal essay, 2000 words in length, comparing three blogs about innovation. Details to be distributed in the class of week 2. Due Friday, Oct 20 at noon.</p> <p>B (35%)—In-class exam on assigned readings (Individual): A combination of short-answer questions and one longer essay-type question covering the readings assigned throughout the term, including the entirety of both textbooks. Nov 14.</p> <p>C (30%)—Innovation Project (Groups): The innovation design project. Details to be distributed in the class of week 2. Group presentations during the class of Nov 28. Final submissions due Friday, Nov 30 at noon.</p>

<i>Schedule</i>	Sept 12	<ol style="list-style-type: none"> 1. Introductions, syllabus, assignment overview. 2. History of the Internet: 1969-1993 3. Workshop: The Apple-Samsung trial
	Sept 19	<ol style="list-style-type: none"> 1. History of the Internet: 1993-2012 2. Workshop: The history and impact of the personal computer 3. Examination: Online writing about innovation
	Sept 26	<ol style="list-style-type: none"> 1. Discussion: <i>The Myths of Innovation</i> (first half) 2. Workshop: Assignment C group formation and project start
	Oct 3	<ol style="list-style-type: none"> 1. Discussion: <i>The Myths of Innovation</i> (second half) 2. Workshop: The history and impact of mobile computing
	Oct 10	<ol style="list-style-type: none"> 1. <i>No formal class: instructor at conference</i> 2. Workshop: Assignment C – proposal and specs – due Oct 12
	Oct 17	<ol style="list-style-type: none"> 1. Discussion: <i>Oxford Handbook Part I</i> 2. Workshop: Participatory Media
	Oct 24	<ol style="list-style-type: none"> 1. Discussion: <i>Oxford Handbook Part II</i> 2. Workshop: User Experience research
	Oct 31	<ol style="list-style-type: none"> 1. Discussion: <i>Oxford Handbook Part III</i> 2. Workshop: Digital identity
	Nov 7	<ol style="list-style-type: none"> 1. Discussion: <i>Oxford Handbook Part IV</i> 2. Workshop: Games and innovation
	Nov 14	<ol style="list-style-type: none"> 1. <i>In-class exam</i>
	Nov 21	<ol style="list-style-type: none"> 1. Workshop: Groups work on Assignment C
	Nov 28	<ol style="list-style-type: none"> 1. Assignment C presentations

Statement on Academic Integrity

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.

Discipline: 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>

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,

<http://www.adm.uwaterloo.ca/infosec/Policies/policy70.htm>

Appeals: 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