

# UNIVERSITY of HOUSTON | DIGITAL MEDIA

DIGM3357

## Social Media Applications and Analytics SPRING2025

Instructor: Dr. Pamara Chang Liao, Ph.D.

Office: 319 Brazos Hall (Sugar Land); 317 SAB1 (Sugar Land – Dr. Chang’s Lab)

Classroom: SAB1 249

Meeting time: Tuesday 11:30-2:30PM

E-mail: pfliao@uh.edu

### Office Hours:

Dr. Chang will hold office hours virtually. To meet for office hours, please email to schedule a time.

### Course Description:

An introduction to social media applications and analytics.

**Credit:** 3 semester hours

**Prerequisites:** Grade of C+ or higher in DIGM2357 for DIGM majors

### Required Text:

- None
- Sundar, S.S. (2015). The Handbook of the Psychology of Communication Technology. John Wiley & Sons
- Readings will be posted on Canvas

### Class Format:

This class is face to face, every Tuesday.

I will post lecture slides on our Canvas site before class so that all of you can take notes off of the lecture slides.

**UH Email:**

Please check and use your Cougarnet email for communications related to this course. Faculty use the Cougarnet email to respond to course-related inquiries such as grade queries or progress reports for reasons of FERPA. To access your Cougarnet email, [login](#) to your Microsoft 365 account with your Cougarnet credentials. Visit [University Information Technology \(UIT\)](#) for instructions on how to connect your Cougarnet e-mail on a mobile device.

**Resources for Online Learning**

The University of Houston is committed to student success, and provides information to optimize the online learning experience through our [Power-On](#) website. Please visit this website for a comprehensive set of resources, tools, and tips including: obtaining access to the internet, AccessUH, and Canvas; using your smartphone as a webcam; and downloading Microsoft Office 365 at no cost. For questions or assistance contact [UHOnline@uh.edu](mailto:UHOnline@uh.edu).

**Reasonable Academic Adjustments/Auxiliary Aids:**

The University of Houston is committed to providing an academic environment and educational programs that are accessible for its students. Any student with a disability who is experiencing barriers to learning, assessment or participation is encouraged to contact the Justin Dart, Jr. Student Accessibility Center (Dart Center) to learn more about academic accommodations and support that may be available to them. Students seeking academic accommodations will need to register with the Dart Center as soon as possible to ensure timely implementation of approved accommodations. Please contact the Dart Center by visiting the website: <https://uh.edu/accessibility/> calling (713) 743-5400, or emailing [jdcenter@Central.UH.EDU](mailto:jdcenter@Central.UH.EDU).

**Academic Honesty Statement:**

High ethical standards are critical to the integrity of any institution, and bear directly on the ultimate value of conferred degrees. All UH community members are expected to contribute to an atmosphere of the highest possible ethical standards. Maintaining such an atmosphere requires that any instances of academic dishonesty be recognized and addressed. The [UH Academic Honesty Policy](#) is designed to handle those instances with fairness to all parties involved: the students, the instructors, and the University itself. All students and faculty of the University of Houston are responsible for being familiar with this policy.

**Excused Absence Policy:**

Regular class attendance, participation, and engagement in coursework are important contributors to student success. Absences may be excused as provided in the University of Houston [Undergraduate Excused Absence Policy](#) and [Graduate Excused Absence Policy](#) for reasons including: medical illness of student or close relative, death of a close family member, legal or government proceeding that a student is obligated to attend, recognized professional and educational activities where the student is presenting, and University-sponsored activity or athletic competition. Under these policies, students with excused absences will be provided with an opportunity to make up any quiz, exam or other work that contributes to the course grade or a satisfactory alternative. Please read the full policy for details regarding reasons for excused

absences, the approval process, and extended absences. Additional policies address absences related to [military service](#), [religious holy days](#), [pregnancy and related conditions](#), and [disability](#).

## Course Requirements:

### **Test:**

This course will have one face-to-face multiple-choice and short-answer based test. This test will only cover the first half of the class. All of the test material will be included in my lecture slides, which I will upload to Canvas. Please let me know if you need any accommodations for the exams.

### **Assignments:**

This course will have three assignments. These assignments will be short answer assignments that can be turned in on Canvas. I will cover the assignments in more detail as the semester starts. I will also share a rubric with you to help guide your assignments.

Typically, you will be responsible for identifying evidence or making comparisons of technological phenomena or processes discussed in class and apply it to your every day life or a relevant social media artifact in a written assignment (i.e., social media analytics of your own networks, analyzing experiences with the dark side of digital media, etc.). You will then post these assignments on our Canvas site under “discussion.” These assignments should explain the phenomena you choose in terms of relevant concepts and ideas from the reading material relevant to the project.

### **Final project:**

This course will have a final project instead of a final exam, where students will create social media and/or social networking site content. The project will also require documentation of critical thinking processes and decision-making each step of the way in the creation of this social media output. Dr. Chang will cover this project in-depth throughout the semester. Rubrics, check-ins, deadlines, and feedback are all a part of this final project throughout the semester.

### **Participation:**

Students are expected to participate in class through class discussions. Students are also expected to participate discussion videos/posts every other week. You can find all the discussion post information on Canvas. This is how a major part of “participation” will be accounted for in this class. Dr. Chang will send a new discussion video prompt every other week. In the case that we have a guest speaker, you can get participation points by asking the guest speaker a question, or at least preparing a question for the speaker.

**Grading System:**

(Grades for each of the below will be calculated according to a rubric distributed before their due date.)

Assignments	(3 x 20%)	60%
Tests	(1x15%)	15%
Final project	(1x15%)	15%
Participation (General participation, attendance, video posts, etc.)		10%
Course Grade:		100%

**Letter Grades:**

A 94-100 A- 90-93

B+ 87-89 B 84-86 B- 80-83

C+ 77-79 C 74-76 C- 70-73

D+ 67-69 D 64-66 D- 60-63 F: 59 and below

**Extensions Policy:**

My policy on accepting late work is simple- I don't accept it unless you ask for an extension **before** the time it is due. If an emergency causes you to miss a deadline, I will ask you to provide documentation of the emergency in some way in order to turn in your assignment late.

**The Writing Center:**

The consultants at the Center are there to help you improve your course papers and presentation materials. Although they do not proofread or edit, they can provide useful feedback on the organization of any of your work for this course, sentence structure, etc You can make a virtual appointment by calling 713-743-3016, emailing [writingcenter@uh.edu](mailto:writingcenter@uh.edu) or visiting their website: <http://writingcenter.uh.edu/>

**Extra Credit:**

Extra Credit can be earned by doing DIGM3357 in the news, which I will cover in class, *or* there will be different opportunities that come up throughout the semester. We'll talk over the options during class!

**Canvas and Teams:**

All class materials will be posted on Canvas and on Microsoft Teams. It is your responsibility to familiarize yourself with Canvas and Teams, for all courses, but especially this semester when we have to be flexible per University guidelines. Should you run into technical difficulties, please contact Canvas support (support information is on logon screen).

The University of Houston is committed to student success, and provides information to optimize the online learning experience through our [Power-On](#) website. Please visit this website for a comprehensive set of resources, tools, and tips including: obtaining access to the internet, AccessUH, and Canvas; requesting a laptop through the Laptop Loaner Program; using your smartphone as a webcam; and downloading Microsoft Office 365 at no cost. For questions or assistance contact [UHOnline@uh.edu](mailto:UHOnline@uh.edu).

### **Class Attendance and Administrative Drop Statement:**

(UH official statement): Your failure to engage with online material (to show you are “present”); or make contact with faculty to adequately explain your absence by the 10th class calendar day of the semester will result in your being administratively dropped from this course. Being dropped from this course may affect your enrollment status and/or your financial aid eligibility.

### **Title IX/Sexual Misconduct:**

Per the UHS Sexual Misconduct Policy, your instructor is a “responsible employee” for reporting purposes under Title IX regulations and state law and must report incidents of sexual misconduct (sexual harassment, non-consensual sexual contact, sexual assault, sexual exploitation, sexual intimidation, intimate partner violence, or stalking) about which they become aware to the Title IX office. Please know there are places on campus where you can make a report in confidence. You can find more information about resources on the Title IX website at <https://uh.edu/equal-opportunity/title-ix-sexual-misconduct/resources/>.

## **Helpful Information**

### Mental Health and Wellness Resources

The University of Houston has a number of resources to support students’ mental health and overall wellness, including [CoogsCARE](#) and the [UH Go App](#). UH [Counseling and Psychological Services \(CAPS\)](#) offers 24/7 mental health support for all students, addressing various concerns like stress, college adjustment and sadness. CAPS provides individual and couples counseling, group therapy, workshops and connections to other support services on and off-campus. For assistance visit [uh.edu/caps](http://uh.edu/caps), call 713-743-5454, or visit a [Let’s Talk](#) location in-person or virtually. [Let’s Talk](#) are daily, informal confidential consultations with CAPS therapists where no appointment or paperwork is needed.

### Need Support Now?

**If you or someone you know is struggling or in crisis, help is available. Call CAPS crisis support 24/7 at 713-743-5454, or the National Suicide and Crisis Lifeline: call or text 988, or chat [988lifeline.org](https://988lifeline.org).**

The [Student Health Center](#) offers a Psychiatry Clinic for enrolled UH students. Call 713-743-5149 during clinic hours, Monday through Friday 8 a.m. - 4:30 p.m. to schedule an appointment.

The [A.D. Bruce Religion Center](#) offers spiritual support and a variety of programs centered on well-being.

The [Center for Student Advocacy and Community \(CSAC\)](#) is where you can go if you need help but don’t know where to start. CSAC is a “home away from home” and serves as a [resource hub](#) to help you get the resources needed to support academic and personal success. Through our [Cougar Cupboard](#), all students can get up to 30 lbs of FREE groceries a week. Additionally, we provide 1:1 appointments to get you connected to on- and off-campus resources related to essential needs, safety and advocacy, and more. The [Cougar Closet](#) is a registered student

organization advised by our office and offers free clothes to students so that all Coogs can feel good in their fit. We also host a series of cultural and community-based events that fosters social connection and helps the cougar community come closer together. Visit the CSAC homepage or follow us on Instagram: @uh\_CSAC and @uhcupbrd. YOU belong here.

#### Women and Gender Resource Center

The mission of the [WGRC](#) is to advance the University of Houston and promote the success of all students, faculty, and staff through educating, empowering, and supporting the UH community. The WGRC suite is open to you. Stop by the office for a study space, to take a break, grab a snack, or check out one of the WGRC programs or resources. Stop by Student Center South room B12 (Basement floor near Starbucks and down the hall from Creation Station) from 9 am to 5 pm Monday through Friday.

#### **Syllabus Changes:**

Please note that the instructor may need to make modifications to the course syllabus and may do so at any time. Notice of such changes will be announced as quickly as possible through Canvas announcements, Teams, and email.

## Class Schedule:

This syllabus is only a guide for the course and is subject to change with advance notice. When/if we get off-schedule, I will post updates on Canvas as announcements.

Our main readings will come from the textbook and PDF empirical journal articles that I will provide on Canvas. These sources will get us to think critically about new media and society in general. These articles and book excerpts will be challenging reads, and therefore require more unpacking during our weekly discussions.

Also, there may be guest speakers visiting from various industries in this class. Most likely, these visits will be virtual.

### **Week 1 (1/14)**

- In-class:
  - Course Introduction
  - Syllabus Review
  - Lecture topic: Develop a framework for understanding social media
- Class preparation:
  - (No readings this week. Please familiarize yourself with the syllabus, Canvas, and discussion video posts)

### **Week 2 (1/21)**

Theme: Social practices and theoretical frameworks of social media; Cues given and cues given off on social media

Readings posted on Canvas

Video discussion post due 1/24 @ 11:59PM

### **Week 3 (1/28)**

Theme: Features and affordances of communication technologies; multimodal, multimodality; modern romance

Readings posted on Canvas

### **Week 4 (2/4)**

Theme: Online relationships

Readings posted on Canvas

**Week 5 (2/11)**

Theme: Deception on social media

Readings posted on Canvas

Assignment 1 due 2/14 @ 11:59PM

**Week 6 (2/18)**

Theme: Audience and context; Impression formation and management

Readings posted on Canvas

Video discussion post due 2/21 @ 11:59PM

**Week 7 (2/25)**

Theme: Dark side of communication technologies

Readings posted on Canvas

\*Final project check-in #1 (platform choice, rationale, outline of plan)

**Week 8 (3/4)**

Test #1 in class

Video discussion post due 3/7 @ 11:59PM

**Week 9 (3/11) – NO CLASS – SPRING BREAK**

**Week 10 (3/18)**

Theme: Sports communication and social media

Readings posted on CANVAS

\*Final project check-in #2

**Week 11 (3/25)**

Theme: Children and social media

**Week 12 (4/1)**

Theme: Overview of social media analytics/social listening

**\*Assignment 2 due 4/4 @ 11:59PM\***



**Week 13 (4/8)**

Theme: Social Media Analytics/Social Listening Cont'd

\*Final project check-in 3

**Week 14 (4/15)**

**Time in class to work on final project; workshop with Dr. Chang**

**Week 15 (4/22)**

**Time in class to work on final project; workshop with Dr. Chang**

- Video discussion post due 4/25 @ 11:59PM
- **FINAL PROJECT (5/2 @ 11:59PM)**
- **ASSIGNMENT 3 (5/2 @ 11:59PM)**