



GLC745 Digital Cultures and Social Media (3 credit hours) Course Syllabus

Course Description

This class will explore the advancement and changes of digital culture and social media. Student will assess how information and culture are shared and organized and make meaningful assessments of participation in virtual communities. Examination of the global nature of digital access and availability will allow students to acquire new technological skills and cultural insights to develop effective virtual communities.

Course Learning Outcomes

By the end of this course, you will be able to:

1. Analyze historical foundations of digital cultures leading to current trends.
2. Formulate strategic business communications using social media networks and tools.
3. Develop virtual community group strategies in global communities.
4. Interpret the impact of cultural differences in the digital/virtual environment.

Required Textbook(s) and Resources

Miller, V. (2020). *Understanding digital culture*, 2nd ed. Sage Publications.

Be sure to also review the weekly **Explore** sections for additional library or web resources. For access to databases, research help, and writing tips, visit the [Tiffin University Library](#).

Time Commitment

Effective time management is possibly the single most critical element to your academic success. To do well in this online class you should plan your time wisely to maximize your learning through the completion of readings, discussions, and assignments. Because of our accelerated, seven-week term, TU online courses are designed with the expectation that you dedicate a little over **six (6)** hours per credit hour to course activities and preparation **each week**. For example, for successful completion of a three-credit, seven-week online course you should reserve roughly **twenty (20) hours per week**.

To help plan your time and keep on track toward successful course completion, note the distinctive rhythm of assignment due dates:

1. All times assume Eastern Time (GMT-4).
2. Weeks begin at 12:00 a.m. ET on Monday and end at 11:55 p.m. ET on Sunday.
3. Unless otherwise noted, initial assignments or discussion posts are due by **11:55 p.m. ET on Wednesdays.**
4. Additional assignments or follow-up discussion posts are due by **11:55 p.m. ET on Saturdays, and**
5. Major assignments and reflections are typically due by **11:55 p.m. ET on Sundays.**

Learning Activities

This course includes discussion forums, a written analysis, an annotated bibliography, a business strategy, and an integrated literature review (ILR). Each of the activities aligns with a specific course outcome to create an alignment between content knowledge and doctoral-level research and writing skills.

The forums should foster collegial, scholarly debate and discussion around the designated topics. The business strategy assignment requires you to apply the scholarly content of the course to a practical, real-world scenario. The written analysis and annotated bibliography assignments serve as the framework for the final assignment, an integrated literature review. All of the written assignments require skills in analyzing, evaluating, and integrating scholarly literature in a meaningful way and serve as a precursor to the type of research and writing you will do once you reach the dissertation stage. All forums and assignments have an accompanying rubric, which should be used to guide your research and writing skills and convey expectations for performance.

Grading

The chart below identifies the individual contributions from each type of activity, per week.

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Total
Discussions Activity 1.1 (50)	Discussions Activity 2.1 (50)	Discussions Activity 3.1 (50)	Discussions Activity 4.1 (50)	Discussions Activity 5.1 (50)	Discussions Activity 6.1 (50)	Discussions Activity 7.1 (50)	350
Assignments Activity 1.2 (100)	Assignments Activity 2.2 (100)	Assignments Activity 3.2 (100)	Assignments Activity 4.2 (100)	Assignments --	Assignments Activity 6.2 (100)	Assignments Activity 7.2 (150)	650
150	150	150	150	50	150	200	1000

Grading Scale

A: 90-100% | B: 80-89% | C: 70-79% | F: <69%

Course Schedule and Weekly Checklist

Week 1

- Activity 1.1 (Forum): Meet Your Classmates/What is Digital Culture? - Initial Post
- Activity 1.1 (Forum): Meet Your Classmates/What is Digital Culture? - Secondary Posts
- Activity 1.2: History of Digital Culture

Week 2

- Activity 2.1 (Forum 1): Intellectual Property - Initial Post
- Activity 2.1 (Forum 1): Intellectual Property - Secondary Posts
- Activity 2.2: Digital Inequality and the Millennial Generation

Week 3

- Activity 3.1 (Forum): Privacy and Surveillance in the Digital Realm - Initial Post
- Activity 3.1 (Forum): Privacy and Surveillance in the Digital Realm - Secondary Posts
- Activity 3.2: Annotated Bibliography

Week 4

- Activity 4.1 (Forum): Cyber Warfare - Initial Post
- Activity 4.1 (Forum): Cyber Warfare - Secondary Posts
- Activity 4.2: Expansion of Your Annotated Bibliography

Week 5

- Activity 5.1 (Forum): Digital Identity - Initial Post
- Activity 5.1 (Forum): Digital Identity - Secondary Posts

Week 6

- Activity 6.1 (Forum): Virtual Communities as a Global Business Strategy - Initial Post
- Activity 6.1 (Forum): Virtual Communities as a Global Business Strategy - Secondary Posts
- Activity 6.2: Strategy for Developing a Global Virtual Community

Week 7

- Activity 7.1 (Forum): Social Media and its Impact on Virtual Communities - Initial Post
- Activity 7.1 (Forum): Social Media and its Impact on Virtual Communities - Secondary Posts
- Activity 7.2: Integrated Literature Review

Tips for Success

Online learning requires self-discipline and self-direction. As seekers of the truth, we should be willing to challenge one another's academic work in a spirit of respectful comradery. Your course is a place for you to grow as you benefit from the expertise, experience, and diverse perspectives of your instructor and peers. Constructive feedback will challenge you to stretch your own thinking, thereby expanding your knowledge and understanding.

To get the most out of your learning experience, you should actively engage (participate) in **ALL** course activities. Course elements are arranged chronologically. To complete a week, simply work your way "down the page" through all of the course materials and activities.

For More Information:

Be sure to review the [Support, Policies, and Procedures](#) addendum.