



JC330 Research in Digital Media, Culture and Technology

Instructor Information	<p>Instructor: Aily Chiu Email: ailymofilm@gmail.com Office Hour: Determined by Instructor</p>		
Term	June 27, 2022 - July 22, 2022	Credits	4 units
Class Hours	Monday through Friday, 120 mins per teaching day		
Discussion Sessions	2.5 hours each week, conducted by teaching assistant(s)		
Total Contact Hours	66 contact hours (1 contact hour = 45 mins, 3000 mins in total)		
Required Texts (with ISBN)	<p>Coleman, E. G. (2010). Ethnographic approaches to digital media. <i>Annual review of anthropology</i>, 39, 487-505. Hayles, N. K. (2012). <i>How we think: Digital media and contemporary technogenesis</i>. University of Chicago Press. Couldry, N. (2012). <i>Media, society, world: Social theory and digital media practice</i>. Polity.</p>		
Prerequisite	Students are expected to have a thorough knowledge of all material covered at 3000-level in Media and Communications course.		



Course Overview

This course will challenge you to think strategically and philosophically about how, why, and with whom you communicate via digital media. You should have a basic understanding of research tools by the end of the course, which will help you prepare for and evaluate the efficacy of digital media tactics such as a variety of social media and web tools. Active participation in the course should provide students with a good understanding of current definitions and notions of digital culture, as well as some excellent contemporary research, scholarly debates, and ways to studying digital culture.

Learning Outcomes

After completing this course, you should be able to:

- Distinguish the different sorts of research methods and tools, as well as their advantages and disadvantages;
- Identify the ethical issues that surround digital media research; and
- Recognize how research methods can be applied to the study of digital media.
- Be capable of plan and carry out a research project using the techniques taught in class.

Course Procedure

2-hour Lecture and sometimes include 1-hour Tutorial.



Grading Policy

PARTICIPATION	10%
FACILITATIONS	10%
BLOGGING	20%
CASE STUDY	25%
PROJECT PROPOSALS	35%

Grading Scale is as follows

Number grade	Letter grade	GPA
90-100	A	4.0
85-89	A-	3.7
80-84	B+	3.3
75-79	B	3.0
70-74	B-	2.7
67-69	C+	2.3
65-66	C	2.0
62-64	C-	1.7
60-61	D	1.0
≤59	F (Failure)	0

Extensions Policy

Accepting late work is simple: unless you ask for an extension before the deadline, I will not accept it. The penalty of submit late is 10% per day. If you miss a deadline due to an emergency, I will require you to submit documentation of the situation in order to turn in your assignment late.

Cheating

- taking notes or reading literature during a quiz or exam if the instructor does not allow it
- utilizing a mobile phone or other technology to look for information or copy questions and answers for an exam or quiz that you or others will take
- enabling people to help you complete a quiz, test, homework, paper, or project when the instructor doesn't allow it
- plagiarizing another person's assignment
- consenting others to see your answers or duplicate and submit your work as their own
- failing to follow the instructor's recommendations for an assignment or a "take home" test

Plagiarism

- claiming someone else's words, sentences, arguments, rhetorical frameworks, or concepts as your own
- taking a friend's schoolwork, research data, or essay and presenting it as your own.
- omitting quotation marks where they are required
- neglecting to cite sources when they are needed
- claiming as your own any content that were authored or written by someone else



Misrepresentation

- while requesting a make-up exam, quiz, or homework, providing false information about the reasons for absences from class
- falsifying data or statistics
- making up references or quotes for academic papers, such as on a works cited page
- gaining credit for a group project without putting in your fair amount of effort
- submitting the identical paper to many courses without the permission and knowledge of the professors involved
- repurposing a work produced in a previous semester or at a different institution
- neglecting to give complete information on academic achievement or other course or institution enrollments

All work submitted is assumed to be your own. You must appropriately acknowledge when you have borrowed someone else's ideas.

Cheating, Plagiarism and Misrepresentation are significant infractions that might result in failing on a single project or the entire course.



Class Schedule

Date	Lecture	Readings
Day 1	Introduction and overview of digital media research tools	Course requirements and assignments
Day 2	Interactive media use Tutorial Set up your WordPress blog by Day Two	<ul style="list-style-type: none"> ➤ Barker, P., & King, T. (1993). Evaluating interactive multimedia courseware—a methodology. <i>Computers & Education</i>, 21(4), 307-319. ➤ Martin, F., Hoskins, O. J., Brooks, R., & Bennett, T. (2013). Development of an interactive multimedia instructional module. <i>The Journal of Applied Instructional Design</i>, 3(3), 5-18. ➤ Tang, J. H., & Wang, C. C. (2012). Self-disclosure among bloggers: Re-examination of social penetration theory. <i>Cyberpsychology, behavior, and social networking</i>, 15(5), 245-250.
Day 3	Understanding who you want or need to reach and how to use optimization techniques to reach them Tutorial	<ul style="list-style-type: none"> ➤ Dover, D., & Dafforn, E. (2011). <i>Search engine optimization (SEO) secrets</i> (Vol. 141). John Wiley & Sons. ➤ Patil Swati, P., Pawar, B. V., & Patil Ajay, S. (2013). Search engine optimization: A study. <i>Research Journal of Computer and Information Technology Sciences</i>, 1(1), 10-13. ➤ Barbar, A., & Ismail, A. (2019, April). Search engine optimization (SEO) for websites. In <i>Proceedings of the 2019 5th international conference on computer and technology applications</i> (pp. 51-55).
Day 4	Web analytics Tutorial	<ul style="list-style-type: none"> ➤ Bekavac, I., & Garbin Praničević, D. (2015). Web analytics tools and web metrics tools: An overview and comparative analysis. <i>Croatian Operational Research Review</i>, 6(2), 373-386. ➤ Starov, O., Zhou, Y., Zhang, X., Miramirkhani, N., & Nikiforakis, N. (2018, April). Betrayed by your dashboard: Discovering malicious campaigns via web analytics. In <i>Proceedings of the 2018 World Wide Web Conference</i> (pp. 227-236). ➤ Plaza, B. (2011). Google Analytics for measuring website performance. <i>Tourism Management</i>, 32(3), 477-481.



Day 5	<p>Formative and evaluative research can both be done with online surveys</p> <p>Tutorial</p>	<ul style="list-style-type: none"> ➤ Ritter, L. A., & Sue, V. M. (2007). Introduction to using online surveys. <i>New Directions for Evaluation</i>, 2007(115), 5-14. ➤ Evans, J. R., & Mathur, A. (2005). The value of online surveys. <i>Online Surveys for Smart Phones</i>. <i>Internet Research</i>, 15(2), 195-219. ➤ Chang, T. Z. D., & Vowles, N. (2013). Strategies for improving data reliability for online surveys: A case study. <i>International Journal of Electronic Commerce Studies</i>, 4(1), 121-130.
Day 6	<p>Measuring satisfaction beyond "likes" and "friends"</p> <p>Tutorial</p>	<ul style="list-style-type: none"> ➤ Chen, N. C., Brooks, M., Kocielnik, R., Hong, S. R., Smith, J., Lin, S., ... & Aragon, C. (2017, July). SparQs: Visual Analytics for Sparking Creativity in Social Media Exploration. In <i>International Conference on Social Computing and Social Media</i> (pp. 394-405). Springer, Cham. ➤ Smith, S. L., Qu, Z., & Aragon, C. SparQs: Visual Analytics for Sparking Creativity in Social Media Exploration. ➤ Chaffey, D., & Patron, M. (2012). From web analytics to digital marketing optimization: Increasing the commercial value of digital analytics. <i>Journal of Direct, Data and Digital Marketing Practice</i>, 14(1), 30-45.
Day 7	<p>Digital ethnography</p> <p>Tutorial</p>	<ul style="list-style-type: none"> ➤ Jarmon, L., Traphagan, T., Mayrath, M., & Trivedi, A. (2009). Virtual world teaching, experiential learning, and assessment: An interdisciplinary communication course in Second Life. <i>Computers & Education</i>, 53(1), 169-182. ➤ Varis, P. (2016). Digital ethnography. <i>The Routledge handbook of language and digital communication</i>, 55-68. ➤ Kaur-Gill, S., & Dutta, M. J. (2017). Digital ethnography. <i>The international encyclopedia of communication research methods</i>, 1-10. ➤ Ardévol, E., & Gómez-Cruz, E. (2014). Digital ethnography and media practices. <i>The international encyclopedia of media studies</i>, 7, 498-518. ➤ Pink, S. (2016). Digital ethnography. <i>Innovative methods in media and communication research</i>, 161-165.



<p>Day 8</p>	<p>Analytics for mobile devices Tutorial</p>	<ul style="list-style-type: none"> ➤ Harty, J., Zhang, H., Wei, L., Pascarella, L., Aniche, M., & Shang, W. (2021, May). Logging practices with mobile analytics: An empirical study on firebase. In <i>2021 IEEE/ACM 8th International Conference on Mobile Software Engineering and Systems (MobileSoft)</i> (pp. 56-60). IEEE. ➤ Minelli, R., & Lanza, M. (2013, March). Software analytics for mobile applications--insights & lessons learned. In <i>2013 17th European Conference on Software Maintenance and Reengineering</i> (pp. 144-153). IEEE. ➤ Han, S. P., Park, S., & Oh, W. (2016). Mobile App Analytics. <i>MIS quarterly</i>, 40(4), 983-1008.
<p>Day 9</p>	<p>Case Study</p>	<ul style="list-style-type: none"> ➤ KOÇAK, G. A., & GÜLMEZ, M. (2020). A CASE STUDY ON MARKETING ACTIVITIES OF NONPROFIT ORGANIZATIONS IN VIRTUAL WORLD: SECOND LIFE-LIVE AND LEARN IN KENYA “FEED A SMILE” EXAMPLE. <i>Ahi Evran Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi</i>, 4(2), 232-248. ➤ Sweet, M., Pearson, L., & Dudgeon, P. (2013). @ IndigenousX: A case study of community-led innovation in digital media. <i>Media International Australia</i>, 149(1), 104-111. ➤ Gasser, U. (2004). iTunes: How copyright, contract, and technology shape the business of digital media-a case study. <i>Contract, and Technology Shape the Business of Digital Media-a Case Study (June 2004)</i>. ➤ Kleis Nielsen, R., & Ganter, S. A. (2018). Dealing with digital intermediaries: A case study of the relations between publishers and platforms. <i>New media & society</i>, 20(4), 1600-1617. ➤ Fan, F. (2020). WeChat Marketing Case Study: How to Use Social Media to Communicate with Virtual Audiences in China. In <i>New Media Spectacles and Multimodal Creativity in a Globalised Asia</i> (pp. 207-225). Springer, Singapore.



Day 10	<p>Reputation management and environmental scanning</p> <p>Tutorial</p>	<ul style="list-style-type: none"> ➤ Portmann, E., Meier, A., Cudr éMauroux, P., & Pedrycz, W. (2015). FORA—A fuzzy set based framework for online reputation management. <i>Fuzzy sets and systems</i>, 269, 90-114. ➤ Liu, L., & Shi, W. (2010). <i>Trust and reputation management</i>. Internet Computing, IEEE, 14(5), 10-13. ➤ Kirwan, G., & Mc Guckin, C. (2013). <i>Professional Reputation and Identity in the Online World</i>. Reputation in the Cyberworld, 19, 47.
Day 11	<p>Crowdsourcing</p> <p>Tutorial</p>	<ul style="list-style-type: none"> ➤ Poetz, M. K., & Schreier, M. (2012). <i>The value of crowdsourcing: can users really compete with professionals in generating new product ideas?</i>. Journal of Product Innovation Management, 29(2), 245-256. ➤ Howe, J. (2006). The rise of crowdsourcing. <i>Wired magazine</i>, 14(6), 1-4. ➤ Schenk, E., & Guittard, C. (2011). Towards a characterization of crowdsourcing practices. <i>Journal of Innovation Economics Management</i>, (1), 93-107. ➤ Hossain, M., & Kauranen, I. (2015). Crowdsourcing: a comprehensive literature review. <i>Strategic Outsourcing: An International Journal</i>. ➤ Yuen, M. C., King, I., & Leung, K. S. (2011, October). A survey of crowdsourcing systems. In <i>2011 IEEE third international conference on privacy, security, risk and trust and 2011 IEEE third international conference on social computing</i> (pp. 766-773). IEEE. ➤ Doan, A., Ramakrishnan, R., & Halevy, A. Y. (2011). Crowdsourcing systems on the world-wide web. <i>Communications of the ACM</i>, 54(4), 86-96.
Day 12	<p>Eye Tracking</p>	<ul style="list-style-type: none"> ➤ Zheng, S., Chen, Y., & Wang, C. (2020). Application of eye-tracking technology in humanities, social sciences and geospatial cognition. In <i>Spatial Synthesis</i> (pp. 431-448). Springer, Cham. ➤ Kurzhals, K., Fisher, B., Burch, M., & Weiskopf, D. (2016). Eye tracking evaluation of visual analytics. <i>Information Visualization</i>, 15(4), 340-358. ➤ Holmqvist, K., Nyström, M., Andersson, R., Dewhurst, R., Jarodzka, H., & Van de Weijer, J. (2011). <i>Eye tracking: A comprehensive guide to methods and measures</i>. OUP Oxford.



Day 13	Big Data	<ul style="list-style-type: none"> ➤ Kudyba, S., & Kwatinetz, M. (2014). Introduction to the big data era. <i>Big data, mining, and analytics</i>, 1-17. ➤ Corbett, C. J. (2018). How sustainable is big data?. <i>Production and Operations Management</i>, 27(9), 1685-1695. ➤ Gantz, J., & Reinsel, D. (2012). <i>THE DIGITAL UNIVERSE IN 2020: Big Data, Bigger Digital Shadows, and Biggest Growth in the Far East</i>. Technical report, IDC. ➤ Fisher, D., DeLine, R., Czerwinski, M., & Drucker, S. (2012). Interactions with big data analytics. <i>interactions</i>, 19(3), 50-59. ➤ Idrees, S. M., Alam, M. A., & Agarwal, P. (2019). A study of big data and its challenges. <i>International Journal of Information Technology</i>, 11(4), 841-846.
Day 14	Data security, privacy and ethical issues	<ul style="list-style-type: none"> ➤ Brey, P. (2007). Ethical aspects of information security and privacy. <i>Security, privacy, and trust in modern data management</i>, 21-36. ➤ Milne, G. R. (2000). Privacy and ethical issues in database/interactive marketing and public policy: A research framework and overview of the special issue. <i>Journal of Public Policy & Marketing</i>, 19(1), 1-6. ➤ Pardo, A., & Siemens, G. (2014). Ethical and privacy principles for learning analytics. <i>British Journal of Educational Technology</i>, 45(3), 438-450.
Day 15	Research with a variety of scientific methods	<ul style="list-style-type: none"> ➤ Ruppert, E., Law, J., & Savage, M. (2013). Reassembling social science methods: The challenge of digital devices. <i>Theory, culture & society</i>, 30(4), 22-46. ➤ John, S. (2017). <i>Scientific method: How science works, fails to work, and pretends to work</i>. Routledge. ➤ Van Peer, W., Hakemulder, F., & Zyngier, S. (2012). <i>Scientific methods for the humanities</i> (Vol. 13). John Benjamins Publishing.
Day 16	Qualitative research methods Tutorial	<ul style="list-style-type: none"> ➤ Sofaer, S. (2002). Qualitative research methods. <i>International journal for quality in health care</i>, 14(4), 329-336. ➤ Moen, K., & Middelthon, A. L. (2015). Qualitative research methods. In <i>Research in medical and biological sciences</i> (pp. 321-378). Academic Press. ➤ Taylor, B. C., & Trujillo, N. (2001). Qualitative research methods. <i>The new handbook of organizational communication: Advances in theory, research, and methods</i>, 161-194.



Day 17	Content Analysis Tutorial	<ul style="list-style-type: none"> ➤ Cavanagh, S. (1997). Content analysis: concepts, methods and applications. <i>Nurse researcher</i>, 4(3), 5-16. ➤ Stemler, S. E. (2015). Content analysis. <i>Emerging trends in the social and behavioral sciences: An Interdisciplinary, Searchable, and Linkable Resource</i>, 1-14. ➤ Rooduijn, M., & Pauwels, T. (2011). Measuring populism: Comparing two methods of content analysis. <i>West European Politics</i>, 34(6), 1272-1283.
Day 18	Survey Research Tutorial	<ul style="list-style-type: none"> ➤ Glasow, P. A. (2005). Fundamentals of survey research methodology. Retrieved January, 18, 2013. ➤ Coughlan, M., Cronin, P., & Ryan, F. (2009). Survey research: Process and limitations. <i>International Journal of Therapy and Rehabilitation</i>, 16(1), 9-15. ➤ Nardi, P. M. (2018). <i>Doing survey research: A guide to quantitative methods</i>. Routledge. ➤ Rea, L. M., & Parker, R. A. (2014). <i>Designing and conducting survey research: A comprehensive guide</i>. John Wiley & Sons. ➤ Coomber, R. (1997). Using the Internet for survey research. <i>Sociological research online</i>, 2(2), 49-58.
Day 19	Final Research Proposal	
Day 20	Final Research Proposal	

Disclaimer:

This syllabus represents my current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.