COMPUTER-MEDIATED COMMUNICATION
CMN 172
Spring 2016
TR 9:00 – 10:20am
Young Hall 184

Professor
Jorge Peña, Ph.D.
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Office hours: T 12:30-2:30 and by appointment

Teaching Assistant
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T and R 11-12 & by appointment

Overview

This course examines how new technologies impact interpersonal interactions. Class activities include lectures, readings, in class assignments, and audiovisual materials. Course topics include impression formation and impression management, online deception, language and technology, Internet anonymity, and the interpersonal uses of dating tools and social networking sites.

Course objectives

• To review scientific studies investigating online interactions and computer-mediated communication (CMC).
• To learn basic principles that can be applied in a variety of mediated contexts (e.g., email, social networking sites, online dating sites, etc.).
• Reflecting on how these principles may clarify everyday uses of technology.

Required readings

Each week's required readings will consist of research and news articles related to each topic. Each reading is associated with an entry in the schedule provided below. Read according to the schedule provided below. Download from Smartsite (in PDF format).

Prerequisites and grading system

There are no prerequisites. Course is open to majors. This is a letter grade course.

Grading summary

- Midterm: 35%
- Final exam: 35%
- Quizzes: 30%
- Extra credit.

Student evaluations

(1) *Midterm, final exam, and attendance policy:* These examinations consist of multiple choice questions. They will cover information seen in class and in the readings. The final exam is not a comprehensive examination. Both examinations will account for 70% of your final course grade. Bring a Scantron Form 2000, along with a pencil and eraser. There are no makeup exams except in cases of documented illness or family crisis. Job interviews and personal appointment do not count as an excused absence. Students should contact Dr. Peña **before** missing an examination because of illness or family

issues. There will be no makeup exams if you fail to provide prior notice to the instructor. There will be no alternative exam dates; if you have exams in other classes then please plan ahead. Use of electronic devices during examinations is not allowed. The instructor will assume students are cheating and, thus, using devices will result in failing the exam. Cheating in any other form will also result in failing the exam. There will be no extra time for students arriving late to an exam.

(2) *Quizzes:* Students will be quizzed in regards the topics and research questions proposed in class and in the readings. There will be no makeups; students that miss class activities cannot turn in quizzes or short reports. You need to be in class to be able to turn in your work. Quizzes do not appear in the schedule below in order to discourage class absenteeism.

(3) *Extra credit*: Your participation in ongoing faculty or student research conducted through the Department of Communication is highly appreciated and encouraged. For each hour you participate in this research (up to a maximum of two hours), you will receive one extra point to your final total course score for the semester (up to a maximum of two extra points per semester). There are no guarantees that extra credit opportunities will be available for all students. If available, please sign up early for extra credit. There will be no alternative extra credit options; you can only get extra credit by participating in research studies. Please sign up here if you need or want to earn extra credit
https://ucdavis.sona-systems.com/Default.aspx?ReturnUrl=/

You can find more information about Sona here:
http://pscresearch.faculty.ucdavis.edu/extra-credit/

Academic Integrity
In this course, any work submitted by a student for academic credit will be the individual student's own work. Any work submitted by students must be crafted specifically for this course, unless you have permission from the instructor. Plagiarism, or any other type of unethical behavior, will result in dismissal from the course and related disciplinary actions.

Grade grievance policy
Students have two weeks after final grades are officially posted to communicate and file grade complaints. I will not make comments about grade grievances after this period in person or electronically.

Schedule of Activities*

Topic	Readings
Intro March 29	
Impression formation March 31	Walther, J. B., Van Der Heide, B., Ramirez, A., Burgoon, J. K. & Peña, J. (2015). Interpersonal and hyperpersonal dimensions of computer-mediated communication. In S. Sundar (Ed.), *The handbook of the psychology of communication technology* (pp. 3-22). UK: John Wiley & sons.
Impression formation April 5	
Impression formation April 7	Hall, J. A., & Pennington, N. (2012). What you can really know about someone from their Facebook profile (and where you should look to find out). In C. Cunningham (Ed.), *Social networking and impression-management: Self-presentation in the digital age* (pp. 205-226). Rowan: Lexington.
Impression management April 12	
Impression management April 14	Toma, C. L. & Carlson, C. L. (2015). How do facebook users believe they come across in their profiles? A meta-perception approach to investigating facebook self-presentation. *Communication Research Reports, 32,* 93-101.
Personal relationships April 19	
Personal relationships April 21	Whitty, M. (2008). The joys of online dating. In E. A. Konijn, M. A. Tanis, and S. Utz & S. Barnes, S., (Eds.), *Mediated interpersonal communication,* (pp. 234-251). London: Routledge.
Personal relationships & midterm Q&A April 26	
April 28	**Midterm exam**
Digital deception May 3	Tsikerdekis, M., & Zeadally, S. (2015). Detecting and preventing online identity deception in social networking services. *IEEE Internet Computing, 19,* 41-49.
Digital deception May 5	
Digital deception May 10	Guillory, J., & Hancock, J. T. (2012). The effect of Linkedin on deception in resumes. *Cyberpsychology, Behavior, and Social Networking, 15,* 135-140.
Digital deception May 12	

Online antisocial behavior May 17	
Online antisocial behavior May 19	Tokunaga, R. S. (2010). Following you home from school: A critical review and synthesis of research on cyberbullying victimization. *Computers in Human Behavior, 26,* 277-287.
Online antisocial behavior May 24	
Social networking sites May 26	
Social networking sites May 31	Kramer, D. I., Guillory, J. E., & Hancock, J. T. (2014). Experimental evidence of massive-scale emotional contagion through social networks. *Proceedings of the National Academy of Sciences, 111,* 8788-8790.
No class June 2	
June 8	**Final exam at 10:30am**