

COMM/COMP 347: Online Communication and Society Summer 2020

THIS IS A DRAFT — Last updated: June 3, 2020

Instructor

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Course Information

COMM/COMP 347, taught online
Course web page: http://prof.msoltys.com/?page_id=5463

Course Description

This class starts from the following case study premise: you have been hired by a company with a small Communication budget, but ambitious plans. You have been tasked with setting up an effective web presence; in this role you have to combine both your CS/IT skills, as well as your Communication savvy. The decision has been made to deploy the web page as Wordpress hosted on Amazon Web Services, integrated with social media, and Analytics to measure the effectiveness of your communication campaign. This course will teach you how to accomplish this task. At the end of the course, you will also have a professional web page which you can use in your job search.

From the catalog: Examines Online Communications (OC) and related social issues. Large and small organizations can wield OC in order to get their message across, fund raise, and maintain a connection with their stakeholders through dialogic communications. Topics include tools such as Social Media, design of online campaigns, measurements, as well as ethical, legal, and social issues. Students will work on designing and implementing their online presence with WordPress, Twitter and LinkedIn.

Prerequisite: None.

Student Learning Outcomes (SLOs)

Upon a successful completion of the course you will be able to:

1. Design, implement, and evaluate a computing-based solution to meet a given set of computing requirements in the context of the program's discipline. (ABET SLO #2)
2. Communicate effectively in a variety of professional contexts. (ABET SLO #3)
3. Recognize professional responsibilities and make informed judgments in computing practice and legal and ethical principles. (ABET SLO #4)

Course Outline

The course outline follows the article written by instructor *WordPress on AWS: a Communication Framework*; below are the deliverables based on particular sections. If a section has to be read to complete a given deliverable, all the citations in that section have to be read as well. The article does not contain “unnecessary” material.

Each deliverable in the outline below corresponds roughly to a week of class; so, first deliverable due at the end of the first week, the second at the end of the second week, etc. In particular, here are the due dates:

Deliverable 1: June 5
Deliverable 2: June 12
Deliverable 3: June 19
Deliverable 4: June 26
Deliverable 5: July 3

1. **Deliverable:** Sections 1 and 2. Log into Slack and StackOverflow. Post a comment in Slack. Throughout the course, you will be responsible for participating on Slack, and posting 2 *good* questions on StackOverflow, and 4 *good* answers on StackOverflow. Note that the StackOverflow activity should be spread throughout the course, i.e., it should not be all done for the first deliverable. Submit a link to your Slack comment, as well as a PDF of your updated resume and a text file containing an “About Me” page — you will be putting both as your initial content on your WordPress blog.
2. **Deliverable:** Section 3. Build an EC2 Amazon Linux 2 server with Wordpress installed and secured on it, by following closely the instructions cited in the article. This will be a good opportunity to post on StackOverflow as you encounter — and deal with — technical difficulties. Submit a text file containing the AMI Ids of both your “EC2 with LAMP,” and your “EC2 with LAMP and WordPress.” Also submit two links: one to your “About Me” page, and one to your CV (on your blog).
3. **Deliverable:** Section 4. Integrate your WordPress site with social media, in particular with Twitter and LinkedIn. This means that you will set up APIs (Application Processing Interface) for both Twitter and LinkedIn (which means that you must have active accounts with both. Create them, if you do not; you can always close them after the course is over). Now write a post and publish it on your blog, and it should automatically post on Twitter and LinkedIn. Submit three links: a link to your post; a link to the corresponding tweet; and a link to the corresponding LinkedIn post.
4. **Deliverable:** Section 5. Install Jetpack (free version) and Google Analytics in order to measure the effectiveness of your online campaign. Conduct an experiment to measure engagement; for example, write a post and observe using Jetpack and Google Analytics what kind of traction it is getting. Submit a one page write up (as a PDF) on your experiment. Part of your experiment should be to determine who is your audience; in

Google Analytics you can see *Demographics, Geolocation, Technology*, etc.; use those datapoints to construct a narrative about your audience.

5. **Deliverable:** Section 6 and 7. Set up a well designed backup of your site; as explained in Section 6.2, use snapshots, S3 and crontab to accomplish this. Once you are done, estimate the total monthly cost of your WordPress setup, including everything (not just the cost of the backups) in that analysis. Set up a billing alarm that notifies you by email when the costs have reached 50% of your estimated monthly expenses, and then again when the costs have reached 100% and 150%. Describe your backup and cost analysis in a two page document.

Textbook

Reading list of articles to be provided by instructor.

Grading

Students will implement the final product in 5 deliverable, as specified in the Course Outline. Each deliverable worth 15% of the final grade. In addition, there will be a 15% grade for posting on StackOverflow, and a 10% for engagement on Slack. For StackOverflow, you will need to post two quality questions, and four quality answers; for Slack, you should be engaged throughout the class (writing posts, commenting, giving feedback, asking questions, etc.).

Grade determination

From	To	Letter Grade	From	To	Letter Grade
97	100	A +	77	79.99	C+
94	96.99	A	74	76.99	C
90	93.99	A-	70	73.99	C-
87	89.99	B+	67	69.99	D+
84	86.99	B	64	66.99	D
80	83.99	B-	60	63.99	D-
			0	59.99	F

Policies

1. **Academic Dishonesty:** By enrolling at CSU Channel Islands, students are responsible for upholding the University's policies and the Student Conduct Code. Academic integrity and scholarship are values of the institution that ensure respect for the academic reputation of the University, students, faculty, and staff. Cheating, plagiarism, unauthorized collaboration with another student, knowingly furnishing false information to the University, buying, selling or stealing any material for an examination, or substituting for another person may be considered violations of the Student Conduct Code (located at <http://www.csuci.edu/campuslife/student-conduct/academic-dishonesty.htm>).

If a student is found responsible for committing an act of academic dishonesty in this course, the student may receive academic penalties including a failing grade on an assignment or in the course, and a disciplinary referral will be made and submitted to the Dean of Students office. For additional information, please see the faculty (located at <https://senate.csuci.edu/policies/2013-2014/sp-13-06-policy-on-academic-dishonesty-rev-oct2016.pdf>), also in the CI Catalog.

2. **Disability Statement:** If you are a student with a disability requesting reasonable accommodations in this course, please visit Disability Accommodations and Support Services (DASS) located on the second floor of Arroyo Hall, or call 805-437-3331. All requests for reasonable accommodations require registration with DASS in advance of need: <https://www.csuci.edu/dass/students/apply-for-services.htm>. Faculty, students and DASS will work together regarding classroom accommodations. You are encouraged to discuss approved accommodations with your faculty.
3. **Course Policies Subject to Change:** It is the student's responsibility to check the course's web page frequently to stay abreast of the course, and for corrections or updates to the syllabus. Any changes will be posted there.

Course Assessment

To be added