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COMM/COMP 347: Online Communication and Society
Summer 2021
THIS IS A DRAFT — Last updated: June 10, 2021

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Instructor

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Course Information

COMM/COMP 347, taught online, no prerequisites beyond some IT maturity
Course web page: http://prof.msoltys.com/?page_id=6122

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, and in particular it will be an introduction to how businesses operate in the cloud. 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 Communication (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 communication. 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.

Student Learning Outcomes (SLOs)

Upon a successful completion of the course you will have matured in the following three areas:

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 will be based on two sources: the AWS Cloud Foundations curriculum, and an article by Michael Soltys, *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.

Course timetable:

Week	Modules	Deliverable	Due
May 31 – June 4	Intro, 1, 2	1	midnight June 6
June 7 – 11	3,4	2	midnight June 13
June 14 – 18	5,6	3	midnight June 20
June 21 – 25	7,8	4	midnight June 27
June 28 – July 2	9,10	5	midnight July 4

1. **Deliverable:** Sections 1 and 2. Log into the course discussion forum; this year we are using Teams, but in the past we have used Slack. Familiarize yourself with Teams by watching these videos. Submit a one-page cheat sheet on using Teams; imagine that you have been tasked in producing such a cheat sheet for your group at a company where Teams was just adopted as the collaboration tool. Here is an example of a Git Cheat Sheet.

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 Teams 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 complete, you should 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

There is no textbook for the course, however the student is expected to do a significant amount of reading. The AWS Cloud Foundations curriculum is provided free of charge, and the deliverables are based on the article by Michael Soltys mentioned above.

Grading

The course grade has two components: 50% for completing the AWS Cloud Foundations curriculum. In particular, the grade will be based on completing the material in all modules, as well as the corresponding *Knowledge Checks* and *Labs*. Please take your time to do the labs deliberately, as they reinforce the theory with hands-on experience. The second component, also 50%, for completing the first five *Deliverables*. Each deliverable contributes 10% to the final grade.

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