

CMS 346

Dr. Keri K. Stephens, Assistant Professor, Communication Studies
Class: 2-2:50pm MWF, in CMA 3.112

Office: CMA 7.266, hours 11-11:45 & 1-1:45 Wed. & by appointment

Contact: keristephens@mail.utexas.edu or 471-0554

TA: Ms. Abby Heller, Doctoral Student, Communication Studies

Contact: abigailheller@yahoo.com

Office: office hours held on 3rd floor lobby M&F 1-1:45

DESCRIPTION: How do people use email, instant messaging, the Web, and other communication technologies in the contemporary workplace? This course examines how communication technologies both help and hinder workplace communication. We examine theory, practical applications, key scholars, and current empirical research. There is a heavy focus on using case studies that provide context for learning how to thrive in the contemporary, often global for-profit and non-profit organization. In addition to the core workplace technology tools covered in the class, each student will choose a unique communication technology tool to research for the course. Finally, as a class we will contribute back to this increasing knowledge by conducting our own research study. By the end of the semester, students will have a robust understanding of the vast options for communicating with others at work.

TEXTBOOKS:

D. Shipley & W. Schwalbe (2007). *Send: The Essential Guide to Email for Office and Home*. Knopf. You may also have the more recent version of the book.

L. D. Browning, A. S. Sætre, K. K. Stephens, & J. O. Sørnes (2008). *Information & Communication Technologies in Action: Linking Theory and Narratives of Practice*. Routledge, NY: NY.

Optional but an excellent book: B. Earnest (2010). *Save our Slides: Designing Presentations Audiences Can Appreciate*. Kendall Hunt Publishing.

COURSE OBJECTIVES:

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

1. Identify key theories, scholars, and major research findings concerning workplace ICT use.
2. Understand practical issues in using email, PowerPoint, and other common workplace communication technologies.
3. Think carefully and critically about your own ICT use.
4. Better understand how to conduct and read research on workplace ICTs.
5. Demonstrate deep understanding in one specific workplace ICT.
6. Feel more prepared to enter the workforce and understand ICT use.

My Teaching Philosophy:

I believe that learning happens best in an active environment where we discuss, practice, apply, and critique course content. You will be participating throughout this class, but I am committed to give you assignments that you will view as helpful, not simply busy work. I enjoy teaching and I love to hear that what you learn in my class helps you be successful in life. I do my best to create an energized environment where you feel free to share your opinions and learn something every class. I have high expectations of my students and I strive to provide you clear guidelines for all graded work. I hope that you will become engaged in our class and that you will ask questions and provide your ideas. Welcome! Let's have a great semester!

Tentative Schedule

Date	Topic	Assignment to be read prior to class <i>Please Bring Texts to Class</i>
W Aug 25	– Course intro: outline, policies, requirements, expectations	
F. Aug 27	– Generational differences in Workplace ICT Use	Articles on BlackBoard (BBD): Hira, Carlson, & Israel
M. Aug 30	– Multitasking, Work, and Personal Life	Article: Manhart, Kirn, & Lohr begin cutting edge updates
W. Sept. 1	– Overview of Workplace ICT Use Reading Scholarly Articles	Article: Turner et al., Weber
F Sept. 3	– Introduction to Class Data Collection Research Project Role of Annotated Bibliography in Research	Read Description on BBD Articles: Ophir et al, Jarvanpaa
M Sept. 6	Labor Day Holiday, No Class	
W. Sept. 8	– Impression Management Are You Hireable?	Text: <i>Narrative</i> Ch. 5 Read Assignment on BBD
F. Sept. 10	– Current Research on Email Use in Classroom & at Work	Article: Stephens et al.
M. Sept. 13	– Using Email Effectively	Text: <i>Send</i> , Intro. & Ch. 1 Practice Annotation Due
W. Sept. 15	– Writing Proper Emails	Text: <i>Send</i> , Ch. 2 & 3 & App.
F. Sept. 17	– Avoiding Email Problems & Workshop Class	Text: <i>Send</i> , Ch. 4, 5, 6, 7
M. Sept. 20	– Media use theories	Text: <i>Narratives</i> Ch. 1 Are You Hireable? Due
W. Sept. 22	– Case studies in media use	Text: <i>Narrative</i> Ch. 11, 15, 20
F. Sept. 24	– Advanced theories of ICT use – sequences Overload, Always on, & Multicommunicating	Articles: Eppler et al., Turner et al.
M. Sept. 27	– Webconferencing at Work	Search the Web for discussion
W. Sept. 29	– Telework	Article: Kurlund & Bailey Your Media Use Paper Due
F. Oct. 1	–Explaining your own media use and preferences	
M. Oct. 4	– Intro to Structuration Theory & Exam Review	Text: <i>Narratives</i> Ch 7
W. Oct. 6	– Exam 1	

Date	Topic	Assignment to be read prior to class <i>Please Bring Texts to Class</i>
F. Oct. 8	– Structuration theory In Class Exercise	Text: <i>Narratives</i> Ch 7
M. Oct. 11	–Monitoring, Rules, Privacy	Articles: D’Urso & Hoffman Class Debate
–		
W. Oct. 13	–Diffusion of innovations	Text: <i>Narratives</i> Ch. 3
F. Oct. 15	–Case studies in diffusion of innovations	Text: <i>Narrative</i> Ch. 10, 16, 18
M Oct. 18	–Diffusion of Innovations – Twitter & other new tools	Review Websites prior to class
W Oct. 20	–Workplace Instant Messaging & Multicommunicating	Article: Wasson
F Oct. 22	–Credibility considerations in ICT use & Crisis Comm.	Text <i>Narratives</i> Ch. 2 Article: Stephens & Malone
M Oct. 25	– Case studies in credibility considerations	Text <i>Narratives</i> Ch. 21, 26, 29 Article: Malone & Stephens 24 Hours Without Tech Due
W Oct. 27	– Using ICTs in Workplace Meetings/BlackBerry/iPhone	Article: Chudoba et al.
F Oct. 29	–Case studies in Workplace Meetings	Case studies on BBD: Advertising & Olivia
M Nov. 1	–Update on Class Project	
W Nov. 3	–Class Workshop to Help with Final Project	
F. Nov. 5	–PowerPoint	View online video & Review Optional Save Our Slides Text
M. Nov. 8	–Workplace considerations of PowerPoint & SlideShare	Articles: Gaskins & Zielinski
W. Nov. 10	–Blogging, FaceBook, Linked-In & Networking Tools	Article: Bombardieri, review websites prior to class
F. Nov. 12	–ICT and Culture	<i>Narratives</i> 9
M. Nov. 15	–No Class – Time to work on Final Projects	
W Nov. 17	– Cases in Cultural considerations of Workplace ICT use	Text: <i>Narratives</i> 13, 28, 22
F Nov. 19	–Showcase 1 (Sharing your research)	Annotated Bibliography Due
M. Nov. 22	–Research Showcase 2 (Sharing your research)	Annotated Bibliography Due
W Nov.24	–Prepare for Final Project	
Date	Topic	Assignment to be read prior to class
F Nov. 26	Thanksgiving	

M Nov. 29	– Research Showcase 3 (Sharing your research)	Annotated Bibliography Due
W Dec 1	– Research Showcase 4 (Sharing your research)	Annotated Bibliography Due
F Dec. 3	– Research Showcase 5 & Final exam review	Annotated Bibliography Due

Final Exam: Saturday, Dec. 11, 2010 9am-12noon – covers all course material after the first exam. This includes all the technologies from the Research Showcases

Course Grading and Policies

Graded Activity	Points available	Your points
Cutting Edge Updates (articles) (need 2)	20	_____
Practice Annotation	10	_____
Are You Hireable?	20	_____
Explaining Your Own Use of Media Paper 10	_____	_____
Exam 1	100	_____
24 Hours of Comm. Tech Turned Off Paper	20	_____
Workplace Technologies Research Project	100	_____
Case Study Participation	20	_____
Exam 2	100	_____
Total	400	

Final grades in the course are assigned as follows:

A	92.5%-100% (370-400points)
A-	89.5%-92.4% (358-369)
B+	87.5%-89.4% (350-357)
B	82.5%-87.4% (330-349)
B-	79.5%-82.4% (318-329)
C+	77.5%-79.4% (310-317)
C	72.5%-77.4% (290-309)
C-	69.5%-72.4% (278-289)
D	59.5%-69.5% (238-277)
F	59.4% and lower (237and below)

These are absolute point totals – all curves will be done on an assignment basis, not at the end of the course.

Assignments: All assignments/presentations should be turned in or presented on time. All written documents should be typed and handed-in using paper. If papers are more than one page, they must be stapled or clipped to be accepted. Email and attachments to email are **NOT** acceptable unless prior arrangements are made. This is for two

primary reasons: 1) computer viruses are a reality, and 2) email does not always work and class material can end up being late. A penalty of –20% will be deducted on every late assignment/presentation. No assignments will be accepted or graded if they are more than one (1) week late. If you have grade concerns, please bring them to the attention of the TA within one week of the posting of the grade.

Email use: In this course, I use email to communicate with students. It is your responsibility to keep the University informed as to changes in your email address. I expect you to check your email frequently and regularly to stay current with University-related and class-related communications.

Blackboard: In this class we use the UT web system, Blackboard: <http://courses.utexas.edu>.

At any point you can access this site to get the course lecture notes, supplemental materials, and your grades. In addition, we will ask you to post things to this site on several occasions. Several times in the semester you will be asked to review the slides posted on the Web and read the material in the book without an in-class lecture on the material. This is to facilitate more active in-class activities that help you apply the material. Please come prepared to class with any questions over the material.

Attendance Policy: This is an upper division course, so I expect you to attend even though class meets from 2-3pm MWF. We have many class discussions, you will share cutting edge updates during class, and you must be present to receive credit. Participation is a large part of this course. If you know that you will have many absences during the semester, you should think about taking this course another semester. In addition, be sure you arrive to class on time. Late arrival bothers your classmates (they tell me this).

Religious Holidays: The University of Texas requires that you notify your instructor at least 14 days prior to the classes scheduled on the dates you will be absent to observe a religious holy day. If you meet this requirement, I will allow you one week to complete the missed work.

Documented Disability: I also comply with the University of Texas policy on disability accommodations. You will need to let me know if you need accommodation and provide me a copy of the letter issued by the Services for Students with Disabilities. Please also remind me of any testing accommodations at least five business days before the exam is scheduled. Students who require special accommodations for disabilities are encouraged to report to the Division of Diversity and Community Engagement, Services for Students with Disabilities, 471-6259. <http://www.utexas.edu/diversity/ddce/ssd/>.

Integrity in Class: My expectations are right in line with The University of Texas Honor Code: The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. You are expected to be familiar with the University's Policy on Academic Honesty, found in the catalog. What that means is: If you are charged with an offense, pleading ignorance of the rules will not help you. Students are responsible for conducting themselves with honor and integrity in fulfilling course requirements. Penalties and/or disciplinary proceedings may be initiated by College System officials against a student accused of scholastic dishonesty. "Scholastic dishonesty": includes, but is not limited to, cheating on a test, plagiarism, and collusion.

Cheating on a test includes: Copying from another student's test paper; Using materials not authorized by the person giving the test; Collaborating with another student during a test without authorization; Knowingly using, buying, selling, stealing, transporting, or soliciting in whole or part the contents of a test that has not been administered; Bribing another person to obtain a test that is to be administered.

Plagiarism means the appropriation of another's work and the unacknowledged incorporation of that work in one's own written work offered for credit.

Collusion means the unauthorized collaboration with another person in preparing written work offered for credit. Possible punishments for academic dishonesty may include a grade of 0 or F in the particular assignment, failure in the course, and/or recommendation for probation or dismissal

Parting Thoughts: If you ever have concerns or wish to give me feedback on the class, please feel free to do that. I will ask you for feedback several times during the semester. I really use feedback because it allows me to make adjustments in the course that help you learn better. I thought I would also share with you the type of research that I conduct. I study how people use technology to communicate at work. I am often looking for research assistants and I have a strong commitment to involving undergraduate students in research. In 2010-2011 I have several research studies on how people use technology to multitask during meetings, technical communication in a crisis, and how we sequence our media use to be more effective communicators. If this interests you, feel free to talk with me. In addition, I teach a course in Communicating to Build Sales Relationships from 12-1 MWF. You may attend any of these classes if they interest you.

Let's have a great semester! Dr. Keri Stephens

Major Assignments Overview (See BlackBoard and in-class discussion for details)

Workplace Technologies Research Project

Assume that your manager has asked you to research and report on a communication technology that your company is considering purchasing. You will choose a communication technology used in organizations today. You might want to apply this technology to a particular industry that interests you. You may choose any technology where you can address COMMUNICATION issues. Research Project Ideas: - Just ideas, limited duplication, once you choose something, please post it on BlackBoard.

Personal Digital Assistants (PDA)	Second Life – organizational use
Smart Phones (iPhone, BlackBerry, etc.)	SlideShare
Internet-based organizational training	Electronic Calendaring/Outlook, etc.
Organizational Blogging and Twitter	Organizational Wikis
Organizational use of Ebay, Craig's List, etc.	Video-on-Demand (U-tube)
Mobile offices – like police depts.. salespeople	Global Positioning Systems (GPS)
Websites	Pagers
Media emergency alert systems (like the one at UT)	Specific types of videoconferencing
Public relations briefing services	Intranets
Contact management software systems (sales & customer service)	Laptop and Tablet computers
Knowledge Management Systems	PowerPoint
Email	GoogleVoice
Instant Messaging	Teleconferencing
Webconferencing	Foursquare
Twitter (microblogging)	

If you choose a technology we discuss in class, be sure you offer fresh information and while you may use our classroom references, do not count those toward your totals.

Major Assignment requirements.

Review the scholarly & popular press literature about this technology: Final presentation consists of a PowerPoint Presentation (created using the class guidelines). Key content in this will be: interview data (3 people), link to theory, potential generation gap issues, best practices, three areas for future research. (due on selected day in Nov. and Dec.).

Cutting Edge Popular Press Updates (need 2)

Throughout the course we will cover various communication technology topics. I will ask you to sign up for topics that interest you because you will be responsible for bringing a popular press article to class and contributing to our discussion on that day. You will need to sign up to provide two of these cutting edge updates.

Practice Annotation

You will find a scholarly article that relates to organizational/classroom policy and the use of technology. You will want to summarize it using the annotated bibliography format. We will provide you detailed feedback that you will use to construct your annotated bibliography for your research project.

Explaining Your Own Use of Media Paper

You will apply the theories we learn about ICT use to your own practices and write 2 pages.

24 Hours of Comm. Tech Turned Off Paper

You will need to go 24 hours with NO access to technology. You may use FtF and pen and paper. You will need to keep field notes, link your experiences to class readings, and write up your reflections in 2 pages.

Case Study Participation

You will be asked to prepare written responses to case studies for class discussion.

Are You Hireable?

You will do a self-assessment of your online presence and create a plan for how to manage it.