MDST 210 : Introduction to Social Media and Online Community

A. Course Description

Credits: 4

Lab Hours/ Weeks: Corequisites: None

Lecture Hours/ Week :

MnTC Goals: Goal 01 - Communication

Social media has changed the ways in which people from around the world interact and relate to one another. This course explores the ways in which social media influence these interactions and change our ideas of what it means to belong to a community. The course also addresses the potential of social media to create opportunities to interact within communities to create social change (revolution) through the use of participatory platforms, such as blogs, wikis, and other open source or low cost online tools. Students will finish the course with an understanding of the ways in which they may use social media to become activists in the glocal environment in which we now find ourselves, and how they influence and are influenced by social media, including tools such as Facebook, Twitter, YouTube, and technology in general. Students will also begin to explore the theoretical basis for the development of online communities.

B. Course Effective Dates: 05/06/2013 - Present

C. Outline of Major Content Areas:

See Course Description for major content areas.

D. Learning Outcomes (General)

1. Build a comprehensive online initiative communicating a timely and relevant issue or event either of their choosing or provided by the instructor;
2. Develop selected knowledge and principles of online rhetoric, audience research, and evaluation of communication programs;
3. Strategic and critical thinking applied to audience, content, design and usability of media messages.
4. The ability to combine online writing (or blogging) with other forms of social networking and media (wikis, YouTube, Facebook, and/or Twitter);

E. Learning Outcomes (MN Transfer Curriculum)

Goal 01 - Communication

1. Employ syntax and usage appropriate to academic disciplines and the professional world.
2. Select appropriate communication choices for specific audiences.
3. Use authority, point-of-view, and individual voice and style in their writing and speaking.
4. Construct logical and coherent arguments.
5. Participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding.

G. Special Information

None