Fall 2020 MSP 4541: Mobile Media
CRN 30830
3.0 Credit Hours (i.e. expect 6 hours out of class work each week)
Tuesday, 5:30-8pm
Prerequisite: MSP 1701 OR CMST 2111
Slack: mobilemediafall2020.slack.com
Zoom Link: https://temple.zoom.us/j/98250933499

Instructors:

Prof. Laura Zaylea
Email: *Laura.Zaylea@Temple.edu*
Email hours: M-F 8-9:30am
Office Location: Annenberg 203b
Office hours (sign up on Canvas calendar for a meeting): M/W 9:30-11am or by appointment
Zoom link:
https://temple.zoom.us/j/2152043433

Prof. Adrienne Shaw
Email: *adrienne.shaw@Temple.edu*
Email hours: 10am-12pm M-F
Office Location: Annenberg 203a
Office Hours (sign up on Canvas calendar for a meeting): T/Th 12-2 or by appointment
Zoom link:
https://temple.zoom.us/j/92399038070

Class Meeting Structure:
We will meet on Zoom during scheduled class time (Tuesdays 5:30-8pm) for discussion and activities. Lectures will be pre-recorded and you can watch them ahead of time but we will always set aside class time for you to watch them. There are also required asynchronous discussion activities on Slack.

Course Description:
From the TU Course Catalog: Mobile technology is an increasingly important tool for modern communication. This course will take a critical exploration of the role of mobile communication in public life, in part by having students design their own mobile media. Throughout the course, we will explore the societal impact of mobile communication so that students can gain a deeper intellectual understanding of mobile communication in public life and its impact on issues such as social interaction, identity, privacy, sense of place, and surveillance. During the class examples of mobile media applications and services will be introduced. The course consists of conceptual and theoretical teachings, but also includes many practical and hands-on elements in the form of demonstrations of real-life mobile applications, conducted studies and projects. To teach preliminary practical mobile media production skills there will be exercises in mobile application concept design and in mobile application research.

Goal: Students will gain a deeper understanding of theoretical and empirical approaches to mobile media and their impact on various aspects of contemporary life through original research and creative projects.

Course Objectives:

- Introduce theories and empirical research on mobile communication technologies
- Understand the history and politics of mobile technologies
- Write essays that connect course materials to specific topics
- Gain hands-on experience with creating a mobile media project
- Create an environment for productive critique and feedback
- Discuss scholarly readings and contemporary examples of their topics
- Tie in critical theories and research with hands-on production work

Assignment Types:

There are four main assignment types for this course, worth **a total of 1000** points. You can find them listed by due date in the "modules" of the course on Canvas. There you will find the detailed instructions for each assignment as well as information on where/how it is submitted.

1. **Regular participation (225 points):** This includes overall engagement (50 points), discussion questions (50 points), discussion and responses (100 points), the day one assignment (10 points), and Slack set up (15 points). See Canvas for additional details on the expectations for each of these.

2. **Mobile Media Production Projects (300 points):** For our first three units we will have a "maker day" where you will engage in hands on production related to that type of mobile media. Following the "maker days" we will have "research days" where we talk about research related to that form of mobile media. You will then have a small individual research-driven production project due the following week, which you will present to your classmates and instructors. You will then write a short paper connecting your design/creative choices to the course readings for that unit.
   a. Mobile Text (70 points) and Paper (30 points) due September 13
   b. Mobile Audio (70 points) and Paper (30 points) due October 4
   c. Mobile Video (70 points) and Paper (30 points) due October 25

3. **Mobile Media Analysis Paper (110 points):** In the second half of the semester we will discuss the social, geolocative, and interactive elements of mobile media. During these weeks you are required to interact with a single app that is new/unknown to you, offering a walkthrough analysis of it, and analyze how (if) it uses the above elements. There is a list of apps available on Canvas, but if you choose a different app you MUST get approval before starting (please see the list of prohibited apps). **You will need to submit to Canvas by Nov 1 what app you have chosen (10 points).** You will then write a short paper analyzing the app following the instructions on Canvas. These are due November 22 at 11pm.

4. **Final Project (365 points):** Your final project will be to pick one of the smaller mobile media production projects and expand it into a richer and more complete project. You can use one of your earlier projects as a starting point or start from scratch. However, you need to submit to us your planned project idea by November 1 (11pm). On the last day of class, you will present your project to us and your classmates. You will then take any feedback you get to finish the project, which will be due along with a Final Reflection Paper on December 10 at 11pm.
   a. Final Project Plan (15 points)
   b. Final Project Presentation (50 points)
   c. Final Project (200 points)
   d. Final Reflection Paper (100 points)

<ins>You can use Canvas to see a clear break down of assignments, points values, and use the "what if" tool to gauge your final grade.</ins>

GRADES:
Using the scale enumerated here, grades are determined:

A	93-100	B	83-86.9	C	73-76.9	D	63-66.9
A-	90-92.9	B-	80-82.9	C-	70-72.9	D-	60-62.9
B+	87-89.9	C+	77-79.9	D+	67-69.9	F	Below 60

SYLLABUS CHANGES:
Because we are dependent on technology and because we are human, there are some situations in which it might become necessary to change or adapt projects, in-class engagements and related course schedules. This syllabus, its assignments and related course calendars are subject to reasonable change and adaptation with the understanding that the changes shall not be punitive in nature and do not significantly interfere with the successful completion of course objectives. Any update to the course syllabus will be announced in class, posted on Canvas and Slack, and/or announced via Temple University email.

Required Readings: Readings for each week are available on Canvas under that week's folders in the Files section. The pages for each course day on Canvas list instructions, readings, and important reminders so please read these each week. The schedule also appears at the end of this syllabus. All readings are due on the date they are listed at the end of this syllabus.

Fall 2019 Academic Calendar: Per the academic calendar, the last day to add/drop a full term 16-week course is Tuesday, September 8th. The last day to withdraw is Tuesday, October 20rd.

FAQS	
What should I call my professors?	Dr. Shaw, Professor Zaylea
What pronouns do my professors use?	She/her, she/her
When/where are my professors' office hours?	See page 1
Where should I ask questions about assignments, the course, etc.?	Slack #office-hours
Where should I ask for extensions/about my grades?	Email, though we cannot tell you your grades via email. Check Canvas for all grades.
When will you answer my emails/Slack message?	During our email/Slack hours. See page 1.
Can I get an extension/excused absence?	See policies on both in the syllabus and on Canvas.
Is there a textbook for this course?	Nope! All readings are on Canvas.
Do I have to do all of the readings?	Yes.
When is this assignment due/where are the instructions? Where do I submit it?	All of this information is on Canvas.
How do I…?	Have you checked the how-to pages on Canvas? If it's not there, post to #office-hours.
Is there a final exam?	Nope!
Do you post slides?	No, but all lectures (not discussions) are recorded and will be linked on Slack. Post questions to Slack #office-hours if you have them.
When will our grades be posted?	Typically, within 1-2 weeks of the assignment deadline.
Who is grading this assignment?	Dr. Shaw and Prof. Zaylea share grading responsibilities for this course.
Can you write me a letter of recommendation?	Sure, but check the instructions on Dr. Shaw's website before you ask either of us: https://adrienneshaw.com/letters-of-recommendation/

Course Schedule			
Date	**Topics**	**Due before or in class**	**Due the following Sunday by 11pm**
Aug. 25	Introductions and Intro to Mobile Text	See Reading List Day One Assignment	Set up Slack account and join team
Sept. 1	Mobile Text Maker Day	See Reading List Discussion questions (x2 by noon)	
Sept. 8	Mobile Text Research Day	See Reading List Discussion questions (x2 by noon)	Mobile Text Project and Paper
Sept. 15	Mobile Text Presentations and Intro to Mobile Audio	See Reading List Discussion questions (x2 by noon)	
Sept. 22	Mobile Audio Maker day	See Reading List Discussion questions (x2 by noon)	
Sept. 29	Mobile Audio Research day	See Reading List Discussion questions (x2 by noon)	Mobile Audio Project and Paper
Oct. 6	Mobile Audio Presentations and Intro to Mobile Video	See Reading List Discussion questions (x2 by noon)	
Oct. 13	Mobile Video Maker day	See Reading List Discussion questions (x2 by noon)	
Oct. 20	Mobile Video Research day	See Reading List Discussion questions (x2 by noon)	Mobile Video Project and Paper
Oct. 27	Presentations and Mobile Multimedia Intro	See Reading List Discussion questions (x2 by noon)	App Selection for Mobile Media Analysis Paper
Nov. 3	Social Mobile Media	See Reading List Discussion questions (x2 by noon)	Final Project Plan
Nov. 10	Geolocative Mobile Media	See Reading List Discussion questions (x2 by noon)	

Nov. 19	Interactive Mobile Media	See Reading List Discussion questions (x2 by noon)	Mobile Media Analysis Paper
Nov. 26 NO CLASS THANKSGIVING BREAK			
Dec. 1	Presentations	**DUE IN CLASS:** Current project file and presentation	

Your Final Project and Paper are due **DECEMBER 10 by 11pm via Canvas.**

Reading List

Note: There are guiding questions on the Canvas page for each class day. Use these to guide your reading. In addition, there are reference readings listed on Canvas. These are not required but may help as you work on your assignments. The readings listed here are the ones your discussion questions should be about by noon on that class day.

Week 1- August 25: Intro and Overview

- **DUE: Day One Assignment**
- **Farman, Jason.** (2012). "Historicizing Mobile Media: Locating Transformations of Embodied Space," in N. Arceneaux & A. Kavoori (Eds), *The Mobile Media Reader* (pp. 9-22). New York: Peter Lang.
- Chapter 4 from **Milne, Esther**. (2010). Letters, postcards, email technologies of presence. New York: Routledge.
- **Also review** the *Wikipedia* entry on Mobile media (link on Canvas)

DUE: Slack Set Up by August 30, 11pm

Week 2- September 1: Mobile Text Maker Day

- **Jackson, Helen.** (2017). Seeing and knowing Titanic Belfast using augmented reality: an auto-ethnographic view. *Journal of Media Practice*, *18*(2/3), 154–170.
- **Please see Canvas** for links to tutorial videos and examples of creative projects.

Week 3- September 8: Mobile Text Research Day

- Chapter 4 from **Deibert, Ronald J.** (1997). Parchment, Printing, and Hypermedia: Communication in world order transformation. New York: Columbia University Press.

- **Ballatore, Andrea and Natale, Simone**. (2015). E-readers and the death of the book: Or, new media and the myth of the disappearing medium. New Media & Society 18(10): 2379-2394.
- **Bloch, Linda-Renée.** (2000). Setting the Public Sphere in Motion: The Rhetoric of Political Bumper Stickers in Israel, Political Communication, 17:4, 433-456, DOI: 10.1080/10584600050179059

DUE: Mobile Text Project by September 13, 11pm

Week 4- September 15: Presentations and Intro to Mobile Audio

- **Hilmes, Michele.** (2002). Rethinking Radio. In M. Hilmes and J. Lovigilo (eds.) *Radio Reader: Essays in the cultural history of radio* (pp. 1-20). New York: Routledge.
- **Lane, Cathy & Carlyle, Angus.** (2013). *In the Field: The Art of Field Recording* (pp.85-96). Devon, UK: Uniformbooks.

Week 5- September 22: Mobile Audio Maker Day

- **Seaward, Matthew Ronnie.** (2015). Urban Soundscapes as Narrative: Intentions and Interpretations of Field Recordings. Journal of Radio & Audio Media, 22(2), 299-303. https://doi.org/10.1080/19376529.2015.1083362
- **Please see Canvas** for links to tutorial videos and examples of creative projects.

Week 6- September 29: Mobile Audio Research Day

- **Bull, Michael.** (2006). "Investigating the culture of mobile listening: From Walkman to iPod," in K. O'Hara and B. Brown (eds.), Consuming Music Together: Social and Collaborative Aspects of Music (pp. 131–149). Amsterdam: Springer.
- **Arceneaux, Noah.** (2014). "Small, cheap, and out of control: Reflections on the transistor radio," In Goggin, G., & Hjorth, L. (Eds.). (2014). The Routledge companion to mobile media (Pg. 125-134.). New York: Routledge.
- **Murray, Sarah.** (2019). Coming-of-age in a coming-of-age: The collective individualism of podcasting's intimate soundwork. Popular Communication 17(4): 301-316. https://doi.org/10.1080/15405702.2019.1622117

DUE: Mobile Audio Projects by October 4, 11pm

Week 7- October 6: Presentations and Intro to Mobile Video

- **Goggin, Gerard.** (2014). "Mobile Video: Spreading stories with mobile media" In Goggin, G., & Hjorth, L. (Eds.). (2014). *The Routledge companion to mobile media* (Pg. 147-156). New York: Routledge.

- **Schleser, Max.** (2014). "A decade of mobile moving-image practice" In Goggin, G., & Hjorth, L. (Eds.). (2014). *The Routledge companion to mobile media* (Pg. 158-170). New York: Routledge.

Week 8- October 13: Mobile Video Maker Day

- **Chapter 7 from Berry, Marsha.** (2017). *Creating with mobile media.* Cham, Switzerland: Palgrave MacMillian.
- **Please see Canvas** for links to tutorial videos and examples of creative projects.

Week 9- October 20: Mobile Video Research Day

- **Christian, Aymar Jean.** (2012). "Not TV, not the web: Mobile video between openness and control," in N. Arceneaux & A. Kavoori (Eds), *The Mobile Media Reader* (pp. 87-101). New York: Peter Lang.
- **Rein, Katharina and Venturini, Tommaso.** (2018). Ploughing digital landscapes: How Facebook influences the evolution of live video streaming. *New Media & Society* 20(9): 3359-3380.
- **Omar, Bahiyah & Dequan, Wang. (2020).** Watch, share or create: The influence of personality traits and user motivation on TikTok mobile video usage. International Journal of Interactive Mobile Technologies. 14(4): 121-137.DUE: Mobile Video Project by October 25, 11pm

Skim but don't post discussion questions about:
- Sperling, Nicole. (2020, May 11). Jeffrey Katzenberg Blames Pandemic for Quibi's Rough Start. New York Times. Retrieved from https://www.nytimes.com/2020/05/11/business/media/jeffrey-katzenberg-quibi-coronavirus.html (PDF in Files for this week)
- Aquilina, Tyler. (2020, May 6). What you need to know about Quibi, Jeffrey Katzenberg's bite-size streaming service. Entertainment Weekly. Retrieved from https://ew.com/tv/2019/06/13/quibi-projects-jeffrey-katzenberg/ (PDF in Files for this week)

Week 10- October 27: Presentations and Mobile Multimedia Intro

- **Kakihara, Masao & Sorensen, Carsten.** (2001). Expanding the 'Mobility' Concept. *SIGGROUP Bulletin, 22*(3), 33-37.
- **Light, Ben, Burgess, Jean, & Suguay, Stefanie.** (2018). The walkthrough method: An approach to the study of apps. New Media and Society 20(3): 881-900.

DUE: Mobile Media Analysis App Selection by November 1, 11pm

Week 11- November 3: Social Mobile Media

- **Ling, Rich.** (2014). "Theorizing mobile communication in the intimate sphere," In Goggin, G., & Hjorth, L. (Eds.). The Routledge companion to mobile media (Pg. 32-41). New York: Routledge.
- **Humphreys, Lee.** (2012). "Connecting, Coordinating, Cataloguing: Communicative Practices on Mobile Social Networks," Journal of Broadcasting & Electronic Media, 56(4): 494-510.
- **Arceneaux, Noah.** (2012). "CB Radio: Mobile social networking in the 1970s," In N. Arceneaux & A. Kavoori (Eds), The Mobile Media Reader (pp. 55-68). New York: Peter Lang.

DUE: Final Project Plan by November 8, 11pm

Week 12- November 10: Geolocative Mobile Media

- **de Souza e Silva, Adriana.** (2013). Location-aware mobile technologies: Historical, social, and spatial approaches. *Mobile Media & Communication* 1(1): 116-121.
- **Liao, Tony & Humphreys, Lee.** (2014). Layar-ed Places: Using Mobile Augmented Reality to Tactically Re-Engage, Re-Produce, and Re-Appropriate Public Space. New Media & Society 17(9): 1418-1435.
- **Farman, Jason.** (2014). "Storytelling with mobile media: Exploring the intersection of site-specificity, content, and materiality." In Goggin, G., & Hjorth, L. (Eds.). The Routledge companion to mobile media (Pg. 529-537). New York: Routledge.

Week 13- November 17: Interactive Mobile Media

- **Stromer-Galley, Jennifer.** (2004). Interactivity-as-product and interactivity-as-process. *The Information Society* 20(5): 391-394.
- **Richardson, Ingrid & Hjorth, Larissa**. (2014). "Mobile games: From Tetris to Foursquare" In Goggin, G., & Hjorth, L. (Eds.) The Routledge companion to mobile media (Pg. 257-266). New York: Routledge.
- **Humphreys, Lee. (2016)** Involvement shield or social catalyst: Thoughts on sociospatial practice of Pokémon GO. Mobile Media and Communication 5(1): 15-19.
- **Balmford, William & Davies, Hugh.** (2019). Mobile Minecraft: Negotiated space and perceptions of play in Australian families. *Mobile Media & Communication* 00(0): 1-19. DOI: 10.1177/2050157918819614

Week 14- November 24: NO CLASS/THANKSGIVING BREAK

Week 15- December 1: Presentation Day
- **DUE: Final project presentations**

December 10: DUE 11pm Final Projects and Final Reflection Papers

COURSE POLICIES: There are more detailed descriptions of the late assignments, attendance, disabilities and accommodations, and inclusivity policy available on Canvas.

Recording Policy: We will not be recording live discussions (unless required by DRS accommodations) except if the class decides it is necessary on a given day and everyone agrees to the recording. No one in this class should be recorded without their expressed consent (including instructors). Lectures are pre-recorded and available via Slack.

Absence and Lateness Policy: We will be meeting in live discussion sessions on Zoom Tuesdays 5:30-8:00 pm. Knowing that internet access can be inconsistently reliable and other problems may arise, however, you will not be penalized if you miss a given zoom session. Your "engagement" grade will be negatively affected if you never make the synchronous zoom meetings. However, if you miss a day here or there, there are asynchronous ways to earn points. See the "course engagement" assignment for more details. We do ask that EVERYONE do everything they can to attend our first class and each "presentation day" during the semester.

Late Assignments: Due dates are in place to structure the course and to help all of us organize our time. There is also a time after which an assignment can no longer meet its pedagogical goals. For that reason, **assignments due in or before class (see schedule) cannot be accepted late.** If an assignment is due in class and you will not make it, submit it anyway. For other individual assignments, we are willing to grant you a **negotiable, no penalty extension** if you contact us by the due date/time. When writing (**to both of us**) indicate what date/time you plan on submitting the assignment. We retain the right to tell you if the extension is unacceptably long but until you hear from us assume the extension is granted. Note, however, that if you do not submit the assignment by the scheduled deadline, we cannot guarantee you will get comments on your assignment (just a score/grade). If you do not contact us OR fail to meet your proposed extended deadline, you will receive a zero for the assignment (no exceptions).

Inclusivity Policy: There is an inclusivity policy on Canvas. We will read this together on the first day of class. By enrolling in this course you agree to abide by the following inclusivity policy, committing yourself to promoting a safe and inclusive classroom for all students, guests, and instructors.

Accommodations and Basic Needs: The need for any accommodations should never get in the way of your access to education. We will do our best to work with any student who requires accommodations and to minimize the access barriers posed by course structures and materials. Similarly, if you find yourself struggling to meet your own basic needs, there are a variety of resources available to you we can help you with. See Canvas for additional details, contact details for University services, as well provisions for students with children, chronic illness, etc.

Academic Honesty/Originality of work: Plagiarism is the representation of someone else's ideas, quotations, or research as your own. It is a form of theft. Passing off

someone else's work as your own is a failing offense in the classroom, and a firing offense in the professional world. Violations or attempted violations of academic honesty include, but are not limited to, cheating, fabrication, and plagiarism. You should not be submitting work for this class that was originally completed for another class. All written assignments must enclose directly quoted material inside quotation marks, include in-text parenthetical citations for all material drawn from another source (including direct quotations, summaries, and paraphrased material), and include a works cited list. All citations must be formatted in APA (American Psychological Association) style. It is worth noting that plagiarism and academic dishonesty are not limited to written text. Using copyright-protected music, images or video clips without proper citations and/or unauthorized collaboration without prior approval and/proper credits is also a form of academic dishonesty. If you have questions about what can or cannot be included in a project, or how to properly cite material, please speak with the course instructors *before* the project is due. **PLAGIARISM IS NOT TOLERATED,** there is a structure of penalties for plagiarism listed on Canvas. Instances of plagiarism and/or cheating will be reported to the University Disciplinary Committee at our discretion. Students with questions about University policy on academic honesty should refer to the "Student Responsibilities" section of the Temple University Undergraduate Bulletin: http://bulletin.temple.edu/undergraduate/about-temple-university/student-responsibilities/

Conduct Code: Individuals enrolled in this course are expected to conduct themselves in a civil and respectful manner, both toward their instructor and fellow students. In accordance with Temple's Student Conduct Code (Policy Number: 03.70.12), acts of misconduct for which students are subject to discipline include, but are not limited to, intentional interference with or disruption of class as well as behavior or conduct which poses a threat to the mental, emotional, or physical well-being of self or others. Non-compliance, interference or resistance to this code is considered actionable when a student fails to comply with a reasonable verbal or written instruction or direction given by a University employee (e.g. instructor, teaching assistant or staff member). In such cases of violation, it is the University employee's right and responsibly to seek out the appropriate sanctions (e.g. suspension, separation, probation, enrollment restrictions, or expulsion from the University) pursuant to the conduct code polices.

Student and Faculty Academic Rights and Responsibilities Policy: Freedom to teach and freedom to learn are 2 inseparable facets of academic freedom. The University has a policy on Student and Faculty and Academic Rights and Responsibilities (Policy #03.70.02) which can be accessed through the following link: http://policies.temple.edu/getdoc.asp?policy_no=03.70.02