**J-GRAD 902 COURSE SCHEDULE**
Spring Semester 2013
Gary Kebbel

**Week 1, Monday, Jan. 7**
Introduction

*Learning objective:* Demonstrate ability to distinguish and interpret key points from readings and to write an analysis that defends a point of view. Each week’s learning objective will be to practice a skill or technique that will be needed to complete the final project.

**Assignments:**

**Blackboard Post: Introduce yourselves (Due Friday, Jan. 11)**

**Readings and Blackboard posts on the readings (Due Jan. 15)**
Read all assignments, but each student will create and manage a discussion about at least one reading.

Google Research report: [Multiscreen World](#)

**State of the News Media 2012**, The Pew Research Center’s Project for Excellence in Journalism Annual Report on American Journalism. (You will also have to read the 2013 report when it comes out during the semester.) Especially concentrate on the following sections:

*Executive Summary*

*Major Trends*

*Key Findings*

**Special Report: Mobile Devices and News Consumption**

**Special Report: What Facebook and Twitter Mean for News**

Nieman Reports: Cover Story: [Be the Disruptor: Finding a Way Forward; Breaking News](#)

Comscore: [2012 U.S. Digital Future in Focus](#)

Comscore: [U.S. Digital Future in Focus 2013](#)

Comscore: [Mobile Future in Focus 2013](#)
Media Post Research Brief: The Digital Future (Key insights from the Comscore 2012 U.S. Digital Future in Focus Report)

**Week 2, Monday, Jan. 14**
The News Ecosystem, the Mobile Media Ecosystem and the Mobile News Ecosystem

*Learning objective:* Gather, explain and report on information that will be used to research your final project.

**Assignments**

Select a news website, a business or company website and a social networking website to follow throughout the semester.

**Readings and Blackboard posts on the readings (Due Jan. 22)**
Read all assignments, but each student will create and manage a discussion about at least one reading.


Perspective on the Future of News, Google’s Richard Gingrich’s AEJMC Keynote Address

Niemanlab.org: *Post-industrial journalism: A new Columbia report examines the disrupted news universe*

Towcenter.org: *Post-industrial journalism: Adapting to the present*

MobileActive.org: *A Mobile Voice: The Role of Mobile Phones in Citizen Media*

Henry Blodget, CEO, Business Insider, *The Future of Mobile* (online slide deck) (March 21, 2012)

State of the News Media 2012 Digital by the Numbers

**Week 3, Monday, Jan. 21**
How to change people’s behavior with new ideas and new products
**Learning objective:** Apply the ideas in this week’s reading to new media and mobile media. Discuss ways to help the audience adapt to mobile media.

**Assignments**

**Readings and Blackboard posts on the readings (Due midnight CT Tuesday, Jan. 29)**

Book: Chip Heath and Dan Heath: *Switch: How to Change Things When Change is Hard*

Book: John Maeda, *The Laws of Simplicity*

**Week 4, Monday, Jan. 28**
Publishing to Multiple Platforms

**Learning objective:** Demonstrate ability to use multiple media platforms to publish information and opinion

**Assignments**

**Readings and Blackboard posts on the readings (Due Tuesday, Feb. 5)**

Businessinsider.com: [Mary Meeker 2012 Internet trends year-end update](#)

Media Post Research Brief: [Unique Ways Millenials Engage With Media](#)

Media Post Research Brief: [Digitally Savvy Hispanics Get, Give Advice](#)

Media Post Research Brief: [Teens Viewpoint on Digital Lives](#)

Mediashift IdeaLab: [5 Reasons SMS Is Here to Stay](#) (Jan. 14, 2013)

Mediashift: [How Oklahoma Students Beat the Press with Mobile Coverage of a Tornado](#) (Jan. 22, 2013)

**Use medium.com to publish three items**

**Use Twitter, Facebook and Flickr or Picasa to practice publishing text, photos and video.**
Week 5, Monday, Feb. 4
Work on research topic and presentation

*Learning objective:* Interpret research, demonstrate understanding and distinguish key points for written or visual presentation

**Assignments**

Prepare a 2-3 minute video or 15-20 slide PowerPoint, Keynote or Prezi presentation that relates data and information from your previous readings to at least one of the websites you have selected to follow all semester. (Due midnight CT Tuesday, Feb. 12)

Readings and Blackboard posts (Due midnight CT Tuesday, Feb. 12)

UC Berkeley Graduate School of Journalism: [Mobile Reporting Field Guide](#)

Zmags: [Strategic Guide for Bringing Content to Mobile Devices](#)

PBS Mediashift: [Ditch your bulky radio equipment for an iPhone 4](#)

PBS Mediashift: [Audio production with cell phones](#)

Week 6, Monday, Feb. 11
Analyze a topic across your various websites

*Learning objective:* Examine, compare and contrast how different websites present the same news or topic

**Assignments**

Readings and Blackboard posts on the readings (Due midnight CT Tuesday, Feb. 19)

Mark S. Luckie: [The Digital Journalists Handbook](#)

**Analyze a topic** across various websites in a 2-3 minute video or 15-20 slide PowerPoint, Keynote or Prezi presentation that relates data and information from your previous readings to at least one of the websites you have selected to follow all semester. (Examples:
Week 7, Monday, Feb. 18
Mobile websites and mobile applications

Learning objective: Recognize, appraise and differentiate the benefits of a mobile website and a mobile application

Assignments

Readings and a Blackboard post about the readings (Due Tuesday, Feb. 26).


Pew Internet: The Rise of Apps Culture

Niemanlab.org: The New York Times is trying to make its mobile apps more than simple containers for news stories

Economistgroup.com: New study reveals that news consumption has gone mobile

Paidcontent.org: Online audiences soar with new mobile measurements: 10 sites have 100 million+

Cnet.com: Pew study: News consumption up via mobile, social media

Address the following questions as you compare a company's website and its app in a 2-3 minute video or 15-20 slide PowerPoint, Keynote or Prezi presentation. What are the pros and cons of a mobile website vs. a mobile application? Who are the audiences a site or app is trying to reach? What sites or apps are easier to use and why? How does the site or app engage the audience once it reaches the audience? What are the best ways to create and maintain a discussion on various social media sites?

Week 8, Monday, Feb. 25
Social Media Conversations

Learning objective: Evaluate what contributes to a successful online conversation and give examples
Assignments

Readings and Blackboard posts about the readings (Due Tuesday, March 5)

Nielsen.com: The social media report

Pew Internet: Why Americans Use Social Media

Poynter.org: One-third of adults under 30 get news on social networks now

NewYorker.com: Why the Revolution Will Not be Tweeted

Niemanlab.org: Twitter’s real-time debate analysis, and the rise of mobile news

Week 9, Monday, March 4
Evaluating online discussions

Learning objective: Examine, compare and contrast how different websites present and manage public discussions about the same topic

Assignments

Readings and Blackboard posts about the readings (Due Tuesday, March 12) How do your sites handle online discussions around a common topic? Take the same topic from Week 6, and evaluate the quality of the discussion around that topic on your various websites, where applicable.

Book: Clay Shirky, Here Comes Everybody

Theatlantic.com: Dark Social: We have whole history of the web wrong

Niemanlab.org: Anonymity and free speech at Reddit, and the cause of Newsweek’s decline

Week 10, Monday, March 11
Ethics and privacy considerations of mobile media conversations

Learning objective: Discuss ethical dilemmas and support and defend your observations
Assignment

Each student will select a question below to research and lead the discussion on Blackboard

• How have your views of privacy and ethics changed since you started using social media?

• What brand do you want to create online? How do you do it?

• What determines quality and ethics of using user-supplied content?

• How do you find truthful or helpful information when anyone can be a publisher at any time?

• How should you or business sites correct misinformation?

• How do you back away from an impetuous and hurtful post?

• How do you manage an online community?

• How do you handle off-topic posts

• Who owns your comments on social media sites?

• How do social media sites use your comments to profile you?

• When are you invading someone’s privacy?

Week 11, March 18-22
SPRING BREAK

Week 12, Monday, March 25
Business models

Learning objective: Identify and recognize different business models and appraise their chances of success

Assignments

Readings and Blackboard posts about the readings (Due Tuesday, April 2):
Week 13, Monday, April 1
Publishing local information

*Learning objective:* Demonstrate how to use location-based media to publish and support an opinion statement

**Assignment**

Write a Blackboard post describing Lincoln, NE, using only Yelp, Foursquare, Flixster and a maps application as your sources.

Week 14, Monday, April 8
Class votes on what to read and discuss

**WEEK 15, Monday, APRIL 15**
Final Class presentations

**Final Project:** Throughout the semester, study a social networking or sharing site and app, a business’s mobile site and app, and a news organization’s mobile site and app. Answer how the mobile site or app differs from the laptop or desktop computer site; how it differs from the organization’s other media; who is the intended audience; does it differ from the laptop or other media audience; is the user...
interface effective; what is the business model; what does the site or app need to do in the next two years to be more successful and how would it accomplish that?

**Produce** a 3-5 minute video or 35 to 40-slide presentation to answer the questions above. *(Due midnight Tuesday, April 23)*

**Discuss:** Each of you give feedback on Blackboard about ways to strengthen each of the other final projects. Respond to the feedback you are given, and then, if necessary, modify your final project based on the feedback you received. *(Due midnight Tuesday, April 23)*

**WEEK 16, Monday, APRIL 22**
Final Class presentations

**Assignment**

*Publish* your revised final project to Blackboard with a discussion about what, if anything, you revised based on your feedback and why you made that revision.

**WEEK 17, Monday, APRIL 29**
FINAL EXAMS WEEK

No final exam in this class