

**SOCIAL MEDIA AND SOCIETY:  
THE NONPROFIT SECTOR**  
Information Communication Technology 390  
Spring 2017

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## **COURSE DESCRIPTION**

This course examines the relationship between social media and society with special emphasis on the nonprofit and voluntary sector. Specifically, the course sheds light on how social media may benefit underserved communities, community organizations, groups, and citizens. Toward that end, students will collaborate with nonprofit organizations through the community service-learning project to develop most effective and efficient communication strategies for community networking and civic engagement using various social media venues.

## **PURPOSE OF THE COURSE**

Throughout the course, students will learn to:

- *Comprehend* various theoretical perspectives and methodological approaches at multiple levels regarding community, social media, and citizenship.
- *Criticize* current issues and problems that occur in community processes and communication in the context of the roles of social media.
- *Connect* various theoretical and methodological approaches to current issues and problems in community communications especially for social media communications.
- *Conduct* critical analyses regarding community communications especially social media communications.
- *Convey* creative thinking and knowledge to community and civic life that can nurture the nonprofit and voluntary sector at local, national, and global levels.

## **TEXTBOOK AND COURSE MATERIALS**

### **Textbooks**

- James Curran & Michael Gurevitch (2005). *Mass Media and Society* (4<sup>th</sup> Edition). Hodder Arnold. [Selective chapters available on Canvas]
- Christian Fuchs (2014). *Social Media: A Critical Introduction*. London: Sage. (Suggested)

## Course Materials

- Course materials including course readings are available on the Canvas Website.
- Additional course readings regarding individual and group projects will be provided during the course.

## REQUIREMENTS

### Class Participation

#### Attendance:

- All students are expected to attend every class through the whole semester.
- Only absences with reasonable excuses are allowed throughout the entire semester.
- If you miss a class without a reasonable excuse, you will not be eligible to receive an A no matter how well you perform on other assignments and activities (B if one absence, C if two absences, and D if three absences).

#### Discussion:

- You will turn in your one-page discussion note typed in WORD based on the required readings where you should include one discussion question with brief description (each discussion note is worth 5 points; 20 readings X 5 pts=100 pts).
- All students are expected to participate in class and small group discussions (100 pts).

### Concept Quizzes

- Students will take three concept quizzes throughout the semester based on course readings, lectures, and/or small group/class discussions during the course.
- You will define five concepts for each quiz, which is worth 50 points (5 concepts X 10 pts =50 pts).

### The Nonprofit Engagement Project (NEP)

#### Learning Objectives:

- To gain knowledge regarding the nonprofit organizations as voluntary-based and charitable organizations in terms of their social, political and economic status.
- To understand the importance of the nonprofit organizations in local communities through their history, missions, and activities.
- To learn communication ways that the nonprofit organizations have developed through social media along with information and communication technologies (ICTs).

#### Group Activities:

- At the beginning of the course, students will organize into project groups for which approximately four to five students work together as a group.
- Then, each group with the instructor will choose a charitable nonprofit organization in Lexington, Kentucky.

- By definition, a charitable nonprofit organization is a 501 (c) (3) tax-exempt organization that is registered with the Internal Revenue Service (IRS).
- For the community service learning project or the Nonprofit Engagement Project (NEP), students will conduct group projects with charitable nonprofit organizations to develop methods of effective and efficient communication through social media such as blogs, Wikis, social networking sites (e.g., Facebook), YouTube, microblogging sites (e.g., Twitter) etc.
- Each group desirably in partnership with each nonprofit organization will present its group project in class during the weeks of group project presentations.
- More detailed information and materials regarding the Nonprofit Engagement Project (NEP) will be provided by the instructor during the course.

#### Project Proposal:

- Each group will present a short project proposal in class on **February 23**.
- About 10 – 15 minutes will be given to each presentation followed by Q&As.

#### Group Project Presentation:

- Each group will present its group project on the weeks of the group project presentation, **April 18, 20, and/or 25**.
- It is highly recommended for each group to present its group project with representation from the nonprofit organization.
- Approximately 45 minutes will be given to each presentation followed by Q&As.
- More detailed and specific information regarding the group project presentation will be provided.

#### Final Report:

- Each group will write a 15-20 page final report.
- A specific format will be provided.
- The final report is DUE in class by **April 20**.
- Both electronic and hard copy versions should be submitted.
- The final reports will be sent to nonprofit organizations.

#### Group Project Evaluation:

- Group project will be evaluated by the instructor as well as peer students.
- Evaluation sheets will be provided during the presentations.

#### Sustainable Engagement: Continuous Support

- Even after the project and graduation, it is highly recommended and encouraged for students to continue to be involved in the nonprofit, voluntary, and charitable sector as a member, volunteer, donor, and/or supporter.
- Through a sustainable engagement and continuous support, you will be a good citizen in your community.

#### Online Resources:

- Kentucky Nonprofit Network: <http://www.kynonprofits.org>

- GuideStar: <http://www.guidestar.org>
- National Center for Charitable Statistics: <http://www.nccs.urban.org>
- Nonprofit Tech for Good: <http://www.nptechforgood.com/>
- Social Media for Nonprofits: <http://socialmedia4nonprofits.org/>
- Nonprofit Technology Network: <https://www.nten.org/>

## **Exams**

- Students will take two exams during the entire course.
- Review sessions for both mid-term and final exams will be given prior to the exams.

### Midterm Exam:

- The midterm exam deals with concepts and essays based on the course materials covered, lectures and class discussions.
- The midterm exam covers the first half of the course.

### Final Exam:

- Likewise, the final exam also deals with concepts and essays based on the course materials covered, lectures and class discussions.
- The final exam covers the second half of the course.

**GRADING SYSTEM**

Grade will be assigned as follows:

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<b>Class Participation</b>	<b>20% (200 pts)</b>
Reading & Response Note (5 X 20)	10% (100 pts)
Discussion (Small Group & Class)	10 % (100 pts)
<b>Concept Quizzes</b>	<b>15% (150 pts)</b>
Concept Quiz 1	(50 pts)
Concept Quiz 2	(50 pts)
Concept Quiz 3	(50 pts)
<b>The Nonprofit Engagement Project</b>	<b>25% (250 pts)</b>
Group Project Proposal	5% (50 pts)
Group Project Presentation	5% (50 pts)
Group Project Evaluation	5% (50 pts)
Group evaluation	(25 pts)
Individual Evaluation	(25 pts)
Group Project Final Report	10% (100 pts)
<b>Exams</b>	<b>40% (400 pts)</b>
Midterm exam	20% (200 pts)
Final exam	20% (200 pts)
<b>TOTAL</b>	<b>100% (1000 pts)</b>

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Final course grades will be assigned as follows:

A	900 – 1000 points	90 – 100%
B	800 – 899 points	80 – 89%
C	700 – 799 points	70 – 79%
D	600 – 699 points	60 – 69%
E	0 – 599 points	Below 60%

**COURSE POLICIES****Course Mailing List**

- Every course-related communication will occur face to face and via email and/or phone call if necessary.
- The course mailing list will use your university email account (uky.edu).

- If you prefer using a different email account than the university account, it is your responsibility to change the settings in the university account to forward email to your preferred account.
- Email responses are expected at least within 48 hours although prompt responses usually occur.

### **Excused Absences**

- According to the university policy (S.R.5.2.4.2), excused absences include serious illness, illness or death of family member, university-related trips, major religious holidays, and other circumstances the instructor finds to be “reasonable cause of nonattendance.”

### **Make-up Opportunities**

- For all class assignments, make-up opportunities will be given.
- However, without reasonable excuses, scores will be reduced 10% of the total points of each assignment accordingly.

### **Verification of Absences**

- If your absences are excusable, you have to provide evidences before or after absences or within one week after the absences (see SR 5.4.2.).

### **Academic Integrity, Cheating, and Plagiarism**

- Academic integrity is required for this course.
- Plagiarism and any kind of cheating will not be accepted or tolerated. For more information regarding plagiarism, visit <http://www.uky.edu/Ombud/Plagiarism.pdf> and [http://wps.prenhall.com/hss\\_understand\\_plagiarism\\_1/0,6622,427064-,00.html](http://wps.prenhall.com/hss_understand_plagiarism_1/0,6622,427064-,00.html)
- If academic misconduct occurs, sanctions will be imposed accordingly.
- For more information, visit the Ombud Website, <http://www.uky.edu/Ombud>.

### **Classroom Behavior, Decorum, and Civility**

- Chatting with classmates during lectures and class discussions are not allowed.
- Students are required to share opinions and thoughts in a respectful manner.
- Language that belittles or degrades because of gender, race/ethnicity, political affiliation, religiosity, etc is not respectful.

### **Group Project**

- Individual students are required to actively participate in their class projects.
- The group projects will be graded as both an individual and a group.

- For project presentations, students are strongly encouraged to attend a PowerPoint workshop on campus.

### **Writing Assignments**

- Students are strongly encouraged to meet with writing instructors in the UK Writing Center before turning in writing assignments.
- Visit UK Writing Center at <https://uky.mywconline.com>

## COURSE CALENDAR

### Week 1: Course Overview (Jan 12)

- Take Photos
- Introduce All to All
- Review Syllabus

### Week 2: Introduction to Social Media and Society (Jan 17 and Jan 19)

#### 2-1. Introduction (I): Media and Society (Jan 17)

[#1 Reading Required & Response Note]

- Curran, J., & Gurevitch, M. (2005). *Mass Media and Society* (4<sup>th</sup> Ed.). Oxford: Oxford University Press. Chapter 6.

#### 2-2. Introduction (II): The Internet and Society (Jan 19)

[#2 Reading Required & Response Note]

- Curran, J., & Gurevitch, M. (2005). *Mass Media and Society* (4<sup>th</sup> Ed.). Oxford: Oxford University Press. Chapter 1.

### Week 3: Social Media: History, Definition and Type (Jan 24 and Jan 26)

#### 3-1. Social Media: History, Definition and Type (I) (Jan 24)

[#3 Reading Required & Response Note]

- Wikipedia article on social media  
[https://en.wikipedia.org/wiki/Social\\_media](https://en.wikipedia.org/wiki/Social_media)

[Video Watch] Social Media Revolution

- <https://www.youtube.com/watch?v=N4znQDyz038>

#### 3-2. Social Media: History, Definition and Type (II) (Jan 26)

[#4 Reading Required & Response Note]

- The history and evolution of social media  
<http://www.webdesignerdepot.com/2009/10/the-history-and-evolution-of-social-media/>

### Week 4: Social Media and The Nonprofit Sector (Jan 31 and Feb 2)

#### 4-1. Social Media and The Nonprofit Sector (I) (Jan 31)

[#5 Reading Required and Response Note]

- Nonprofit Tech for Good: Bookmark Your Browsers! The Official Blogs of the World's Most Popular Social Media Sites  
<http://www.nptechforgood.com/2015/04/25/bookmark-your-browsers-the-official-blogs-of-the-worlds-most-popular-social-media-sites/>
- Top 15 Most Popular Social Networking Sites (and 10 Apps!)  
<https://www.dreamgrow.com/top-15-most-popular-social-networking-sites/>

#### 4-2. Social Media and The Nonprofit Sector (II) (Feb 2)



- The Nonprofit Engagement Project (NEP) Overview  
[#6 Reading Required and Response Note]
- Kentucky Nonprofit Network (<https://kynonprofits.org>): Kentucky Nonprofits: More than Charity (<https://www.kynonprofits.org/advocate/node/26949>)  
<https://kynonprofits.org/sites/default/files/DAC%20facts%20-%20one%20page.pdf>
- Kentucky Nonprofit Network (<https://kynonprofits.org>): More than Charity: Kentucky's Nonprofit Sector  
<https://kynonprofits.org/sites/default/files/More%20Than%20Charity%202012%20final.pdf>

### **Week 5: Social Media and The Public Sphere (Feb 7 and Feb 9)**

- 5-1. Social Media and the Public Sphere (Feb 7)  
[#7 Reading Required and Response Note]
- Habermas, J. (1974). The Public Sphere: An Encyclopedia Article. *New German Critique*, 48-55.
- 5-2. The Nonprofit Engagement Project (NEP): Group Selection (Feb 9)  
[#8 Reading Required and Response Note]
- Nonprofit Technology Network: 2015 Nonprofit Benchmark Reports  
[file:///Users/seungahnah/Downloads/2016\\_Benchmarks\\_Study.pdf](file:///Users/seungahnah/Downloads/2016_Benchmarks_Study.pdf)

### **Week 6: Social Media and Social Capital (Feb 14 and Feb 16)**

- 6-1. Social Media and Social Capital (Feb 14)  
[#9 Reading Required and Response Note]
- Putnam, R. (2000). Bowling alone: The collapse and revival of American community. New York: Simon & Schuster. Chapter 13. Technology and mass media (pp. 216-246)
- 6-2. The Nonprofit Engagement Project (NEP): Guest Speaker (Feb 16)  
[#10 Reading Required and Response Note]
- [Reading Required and Response Note] 2016 Nonprofit Communications Trends Report  
[http://www.nonprofitmarketingguide.com/freemembers/2016TrendsReport.pdf?contactId=241123&inf\\_contact\\_key=d9144bcf1415dd9e246208f2a927dcd836d8942bf27f7051f66ff044f316934b&inf\\_field\\_BrowserLanguage=en-US%2Cen%3Bq%3D0.8%2Cko%3Bq%3D0.6&inf\\_field\\_FirstName=Seungahn&inf\\_field\\_LastName=Nah&inf\\_field\\_Email=beatus71%40gmail.com&inf\\_hh3weUeOTOYVTHdi=](http://www.nonprofitmarketingguide.com/freemembers/2016TrendsReport.pdf?contactId=241123&inf_contact_key=d9144bcf1415dd9e246208f2a927dcd836d8942bf27f7051f66ff044f316934b&inf_field_BrowserLanguage=en-US%2Cen%3Bq%3D0.8%2Cko%3Bq%3D0.6&inf_field_FirstName=Seungahn&inf_field_LastName=Nah&inf_field_Email=beatus71%40gmail.com&inf_hh3weUeOTOYVTHdi=)

**[Concept Quiz 1 for week 2, 3, 4, 5, & 6 on Feb 16]**

### **Week 7: Social Media and Civic Engagement (Feb 21 and Feb 23)**

7-1. Social Media and Civic Engagement II (Feb 21)

[#11 Reading Required and Response Note]

- Putnam, R. (2000). *Bowling alone: The collapse and revival of American community*. New York: Simon & Schuster. Chapter 9. Against the Tide? Small Groups, Social Movements, and the Net (pp. 148-180).

7-2. The Nonprofit Engagement Project (NEP): Proposal Presentation (Feb 23)

[#12 Reading Required and Response Note]

- [Reading Required and Response Note] 2016 Donor Engagement Study [http://www.abila.com/lpgs/donorloyaltystudy/abila\\_donor-loyalty-study.pdf](http://www.abila.com/lpgs/donorloyaltystudy/abila_donor-loyalty-study.pdf)

**NOTE: Mid-term Exam Review on Feb 23**

**Week 8: Social Media and Digital Divide (February 28 and March 2)**

8-1. Redefining the Digital Divide (February 28)

[#13 Reading Required and Response Note]

- Warschauer, M. (2002). Reconceptualizing the Digital Divide. *First Monday*. [http://firstmonday.dk/issues/issue7\\_7/warschauer/index.html#w4](http://firstmonday.dk/issues/issue7_7/warschauer/index.html#w4)

8-2. Mid-term Exam in Class (March 2)

**Week 9: Social Media and Communities (March 7 and March 9)**

9-1. Social Media and Communities (March 7)

[#14 Reading Required and Response Note]

- Boeder, P. (2002). Non-profits on E: How non-profit organizations are using the Internet for communication, fundraising, and community building. *First Monday*, 7 (7). [http://firstmonday.dk/issues/issue7\\_7/boeder/index.html](http://firstmonday.dk/issues/issue7_7/boeder/index.html)

9-2. The Nonprofit Engagement Project (NEP): Proposal Presentation (March 9)

[#15 Reading Required and Response Note]

- [Reading Required and Response Note] 2016 Digital Outlook Report [http://www.care2services.com/hubfs/Digital\\_Outlook\\_Report\\_2016.pdf?t=1483204460969](http://www.care2services.com/hubfs/Digital_Outlook_Report_2016.pdf?t=1483204460969)

**[Concept Quiz 2 for week 7, 8, & 9 on March 9]**

**Week 10: Spring Vacation: Academic Holidays (March 14 and March 16)**

**Week 11: Social Media and Governments (March 21 and March 23)**

11-1. The Internet and Social Movements (March 21)

[#16 Reading Required and Response Note]

- Jeffres, L. W., & Lin, C. A. (2006). Metropolitan websites as urban communication. *Journal of Computer-Mediated Communication*, 11(4), 957-980.

11-2. The Nonprofit Engagement Project (NEP): Fieldwork (I) (March 23)

### **Week 12: Social Media and News Organizations (March 28 and March 30)**

12-1. Social Media and News Organizations (March 28)

[#17 Reading Required and Response Note]

- How Social Media Is Reshaping News? <http://www.pewresearch.org/fact-tank/2014/09/24/how-social-media-is-reshaping-news/>
- News Organizations should use social media to identify diverse voices: <http://www.poynter.org/news/mediawire/379744/news-organizations-should-use-social-media-to-identify-diverse-voices/>
- How News Organizations Can Use Social Media to Expand Their Reach: <http://www.icfj.org/blogs/how-news-organizations-can-use-social-media-expand-their-reach>
- How 4 News Organizations Use Facebook Live to reach broader audiences? <http://www.poynter.org/2016/how-4-news-organizations-are-using-facebook-live-to-reach-broader-audiences/404441/>

12-2. The Nonprofit Engagement Project (NEP): Fieldwork (II) (March 30)

### **Week 13: Social Media and Social Movements (April 4 and April 6)**

13-1. Social Media and Social Movements (April 4)

[#18 Reading Required and Response Note]

- Kahn, R., & Kellner, D. (2004). New media and Internet activism: From the “Battle of Seattle” to Blogging. *New Media and Society*, 6(1), 87-95.

13-2. The Nonprofit Engagement Project (NEP): In Class Work (I) (April 6)

[#19 Reading Required and Response Note]

- 5 Movements Where Social Media Was a Big Catalyst for Social Change: <http://socialmedia4nonprofits.org/blog/5-movements-where-social-media-was-a-big-catalyst-for-social-change/>

### **Week 14: Social Media and Citizen Journalism (April 11 and April 13)**

14-1. The Internet and Citizen Journalism (April 11)

[#20 Reading Required and Response Note]

- Nah, S. (2008). Citizen reporters. In Stephen Vaughn (Ed.), *Encyclopedia of American Journalism* (pp.100-103). New York and London: Routledge.

14-2. The Nonprofit Engagement Project (NEP): In Class Work (II) (April 13)

**[Concept Quiz 3 for week 11, 12, 13 & 14 on April 13]**

**Week 15: Group Project Presentation (April 18 and April 20)**

15-1. Group Project Presentation I (April 18)

15-2. Group Project Presentation II (April 20)

[Nonprofit Engagement Project Report DUE on April 20]

**Week 16: Group Project Presentation/Exam Review (April 25 and April 27)**

16-1. Group Project Presentation III (April 25)

16-2. Final Exam Review (April 27)

**NOTE: Final Exam Review on April 27**

**Week17: Final Exam (May 2)**

Little 311 1:00PM

**COURSE OUTLINE**

Week	Tuesday	Thursday	Note
1		<b>Jan 12</b> Course Overview	Happy Semester!
2	<b>Jan 17</b> Introduction: Media and Society	<b>Jan 19</b> Introduction: Social Media and Society	
3	<b>Jan 24</b> Social Media (I): History, Definition, & Type	<b>Jan 26</b> Social Media (II): History, Definition, & Type	
4	<b>Jan 31</b> Social Media & The Nonprofit Sector (I)	<b>Feb 2</b> Social Media & The Nonprofit Sector (II) Nonprofit Engagement Project (NEP) Overview	
5	<b>Feb 7</b> Social Media and the Public Sphere	<b>Feb 9</b> Nonprofit Engagement Project (NEP) Group Selection	
6	<b>Feb 14</b> Social Media and Social Capital	<b>Feb 16</b> Nonprofit Engagement Project (NEP) Guest Speaker (On or Off Campus)	• QUIZ 1 for Weeks 2, 3, 4, 5, & 6 (Feb 16)
7	<b>Feb 21</b> Social Media and Civic Engagement	<b>Feb 23</b> Nonprofit Engagement Project (NEP) Proposal Presentation	• Midterm Exam Review (Feb 23)
8	<b>Feb 28</b> Social Media and Digital Divide	<b>March 2</b> Mid-term Exam in Class	• Mid-term Exam (March 2)
9	<b>March 7</b> Social Media and Communities	<b>March 9</b> Nonprofit Engagement Project (NEP) Reading & Discussion	• QUIZ 2 for Weeks 7, 8, & 9 (March 9)
10	<b>March 14</b> Spring Vacation: Academic Holidays	<b>March 16</b> Spring Vacation: Academic Holidays	Happy Holidays!
11	<b>March 21</b> Social Media and Governments	<b>March 23</b> Nonprofit Engagement Project (NEP) Field Work (I)	
12	<b>March 28</b> Social Media and News Organizations	<b>March 30</b> Nonprofit Engagement Project (NEP) Field Work (II)	
13	<b>April 4</b> Social Media and Social Movements	<b>April 6</b> Nonprofit Engagement Project (NEP) In Class Work (I)	
14	<b>April 11</b> Social Media and Citizen Journalism	<b>April 13</b> Nonprofit Engagement Project (NEP) In Class Work (II)	• QUIZ 3 for Weeks 11, 12, 13 & 14 (April 13)
15	<b>April 18</b> Group Project Presentation (I)	<b>April 20</b> Group Project Presentation (II)	• <b>Group Project Report DUE (April 20)</b>
16	<b>April 25</b> Group Project Presentation (III)	<b>April 27</b> Exam Review	• Final Exam Review (April 27)
17	<b>May 2</b> Final Exam		• Final Exam <b>Little 311 May 2, 1PM</b>