EST 106: The Digital Generation: Creating a Professional Web Presence

Instructor:	**Instructor:**
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Course Description

Creating a positive digital profile can be a challenging task for the 21st century student. In this course, learn how to utilize the power of the Internet and social media to enhance your web presence and digital profile. We will explore a number of topics including building a strong web presence, leveraging social media, creating and uploading video content, blended and distance learning as well as mobile devices as a learning tool. The culminating activity for this course the creation of a positive and sustainable web presence and digital profile. Discover how technology and social media impact society now and future forward.

Required Tools

There is no textbook required for this course. However, you will be expected to have a device to connect to the internet and complete assignments. PC/MAC or Chromebook is recommended. Some students have had difficulty solely using iPads, tablets and smartphones to complete assignments. You will also need a webcam to complete the voicethread assignments and a microphone (most webcams have them) to complete the screencast final project.

Learning Objectives

- Understand how to utilize mobile devices to access social media
- Explore social media software and ecosystems and measure their personal and societal impact
- Utilize a collaborative communication medium to work with others towards a common goal
- Analyze the importance of their digital footprint and online reputation
- Research and discover how to effectively and positively portray your identity online
- Analyze best practices and devices for social media and determine effective strategies
- Leverage blended and distance learning to enhance digital portfolio and increase social media awareness and perspective
- Utilize multimedia software tools to plan, develop, create and share digital content online for specific audiences and stakeholders
- Evaluate a wide variety of technologies and networks and how they are part of the larger ecosystem of the internet
- Discover how technology and social media impact society now and future forward

Overview

Learning is the responsibility of the student. Creating the conditions that promote learning and providing opportunities for study, analysis, discussion, and personal reflection is the responsibility of the instructors. Communicating in writing is a critical skill; students will be required to practice this skill in the ongoing social media as well as a variety of activities and assignments. The instructors will monitor activities and student progress within the required assignments. Students will submit graded

weekly assignments, papers and projects through the "Assignments" section in Blackboard.

All assignments and papers should be typed with normal margins, 12pt font, double spaced. You will send in the document via SafeAssign. It is the responsibility of the student to make sure the file was accepted.

Office Hours
There are virtual office hours via an appointment from 5:30 PM to 6:30 PM on Wednesdays throughout the duration of the course. Please let us know at least 24 hours ahead of time and we will send you a Zoom Link to video chat.

Grading Breakdown
- *Graded Weekly Assignments / Discussion Board Tasks - 50%*
- *Social Media Tool/Technology Research Paper - 10% (3 - 5 pages, plus references)*
- *Social Media/Technology Issue Presentation - 15%*
  (15-20 slides - Plus references)
- *Creation of Digital Portfolio and Brand (positive web presence) with Reflection- 25%*

Keys to Success
- Online Environment and Responsibility
  - This is an online course. Online courses are different than traditional courses. They offer flexibility to the student. However, some students find online courses to require more focus, dedication and personal responsibility. Materials will be provided to you. The responsibility for you to learn and understand it is on you. We will be available to help you and answer any questions but you must remain focused and motivated throughout the course. Take some time to understand where assignments, discussion board tasks and projects are posted.
- Assignments and Deadlines
  - Assignment due dates are extremely important. WE DO NOT ACCEPT ANY LATE ASSIGNMENTS. Most assignments, discussion boards and project are due at 11:59PM on a Sunday (except the last project). Please make time to note of all due dates for this course. Missing one assignment could have devastating effects on your grade. There is no extra credit.
- Professional Communication.
  - **There are two instructors for the course - please include both of us on all email communication - don.heberer@stonybrook.edu and al.pisano@stonybrook.edu.**
  - **When emailing the instructors, you must include your full name, SBU ID number, course number and section (EST 106-30, EST106-31 or EST106-32)**
  - When posting in the discussion board - it can be informal, but please remember to communicate in a respectful manner, as you would in a traditional classroom setting. Be mindful of slang, text-speak and other forms of communication.
  - When completing written assignments and/or projects please keep a formal tone. Include references/works cited on all materials. Failure to cite references will result in failure on the assignment and possible additional action.

Weekly Assignments and Discussion Board Tasks - 50%
Students will be responsible for a constructed response on the week's topic and materials. Students may need to read articles, watch videos, complete tasks, and do their own research. After careful thought, students will complete a one page response. These responses should be original in thought and reflect your interpretation of the course materials. Some weeks will complete these tasks on Voicethread.

Project #1: Social Media Tool/Technology Research Paper - 10% *(3 - 5 pages)*
The goal of this paper is for you select a particular social media tool or technology. Students should:
- research the tool/technology
- explain what the tool/technology does and describe the purpose of the tool
- explain how the tool/technology has changed or evolved over the years
- explain how people are using the tool/technology and the demographics of users
- speculate how the tool/technology might change and/or be used in the future
- share best practices for using the tool/technology professionally/personally/academically

Project #2: Social Media Issue Presentation - 15%
(depending on format: 15-20 slides or equivalent not counting reference slides)

The goal is for this presentation is to research and evaluate an issue surrounding a social media topic and explore the impact it has on society. For this project students:
- will pick a social media issue from the list below
- pick an audience: other college students, adults, business professionals, high school students, middle school students, elementary school students, etc.
- will research the social media issue (background information, peer review articles, online videos, etc)
- will create a presentation on a selected social media issue in a presentation format (Google Slides, Prezi, PowToon, etc)
- The link you post must be an active link with the correct shared settings. You must verify that the link you provide work for the general public to view. **Invalid links or will receive zero credit. No exceptions.**

The Presentation should include:
- an objective overview the social media issue
- highlights examples about the issue - impact on society, education, corporate world etc. - good and bad
- resources, articles, charts/graphs, infographics, images, embedded video content etc.
- an explanation of what society can do to solve, mitigate, prevent or avoid this issue
- references and links to research materials

Social Media Issues choices include:

- Addiction/Dependency on Social Media
- Cyber-bullying
- Sexting and Sexual Harassment
- Trolling
- Oversharing
- Fake Profiles
- Narcissistic Web - Selfie Syndrome
- Catfishing
- Identity Theft
- Downloading Viruses and Malware
- Online Arguments
- Griefers in Gaming
- Illegal Activities/File Sharing
- Slam Pages
- FOMO - Fear of Missing Out

Final Project: Creation of Digital Portfolio and Brand (positive web presence)- 25%
(Screencast, Website, Social Media and 3 reflection page paper)
Throughout the course you will create a digital portfolio and develop a positive web presence. For this assignment you will analyze your created digital portfolio and reflect on your newly created brand generating some ideas about steps you may want to take in order to promote yourself future forward. For this paper you will bring all of the knowledge learned in the course together, reflect on your digital portfolio and develop a long-term plan. This detailed reflection and plan should include the following:
- a link to your digital portfolio
- links to all associated social media supporting your personal brand(all links you post must be an active link with the correct shared settings. You must verify that the link you provide works for the general public to view. **Invalid links or non-public links will receive zero credit. No exceptions.**
- a statement of your career goals/intentions beyond college
- an explanation of how you have cleaned up your digital footprint/established your personal brand
- explanation of what social media tools would best support your personal brand in your perspective field going forward
- a statement of your long-term plans to promote your brand and web presence

For this project, students will explore a number of cloud based and web-based authoring tools to plan, develop, create and publish a multimedia digital portfolio and establish a brand(positive web presence).
- Explore multiple types of digital portfolio tools.
- Review case studies of digital portfolios
- Choose medium or web-based tool for digital portfolio
- Personal exploration and establishing a brand
- Gather possible resources for portfolio

- Assess evaluate and reflect the best pieces of work for your portfolio
- Set a goal and create a plan for your desired brand and social web presence
- Research and select possible social media tools and websites to support your brand and web presence
- Creation of the portfolio - adding your content to define your positive web presence
- Share digital portfolio with links to supporting materials and social media tools with instructors and community
- Showcase to the class your completed brand and web presence through a 3 to 5 minute screencast video.

Final grades:
94-100   A
90-93   A-
87-89   B+
84-86   B
80-83   B-
77-79   C+
74-76   C
70-73   C-
67-69   D+
64-66   D
less than 70 F

Citations / Links and References

In many of the assignments for this course, you will be asked to use online sources and materials. These include discussion board tasks, major projects and weekly assignments. In any case where you use information directly or paraphrased, you should cite the source. We prefer MLA format for works cited and in text citations. Failure to use citations will result in a grading penalty or possible academic judiciary action.

Academic Honesty

Each student must pursue his or her academic goals honestly and be personally accountable for all submitted work. Representing another person's work as your own is always wrong. Any suspected instance of academic dishonesty will be reported to the Academic Judiciary. For more comprehensive information on academic integrity, including categories of academic dishonesty, please refer to the academic judiciary website at www.stonybrook.edu/academicintegrity.

Disability Support Services

If you have a physical, psychological, medical, or learning disability that may impact your coursework, please contact Disability Support Services at (631) 632-6748 or dss@notes.cc.sunysb.edu, or visit their website at http://studentaffairs.stonybrook.edu/dss/. They will determine with you what accommodations are necessary and appropriate.
All information and documentation is confidential.

On Campus Support

Students who require assistance during emergency evacuation are encouraged to discuss their needs with their professors and Disability Support Services. For procedures and information go to the following website: http://www.sunysb.edu/facilities/ehs/fire/disabilities.shtml

Critical Incident Management

Stony Brook University expects students to respect the rights, privileges, and property of other people. Faculty are required to report to the Office of Judicial Affairs any disruptive behavior that interrupts their ability to teach, compromises the safety of the learning environment, or inhibits students' ability to learn.

EST 106 – Tentative Schedule – Fall 2019

This class will be run as an online on a 11-week schedule as opposed to the traditional 15 - week face to face schedule. Since this is an online class, this class will continue through snow-days and holidays - please make any accommodations if you are traveling. You will still be responsible for participation that week. The tentative class schedule is listed below.

#		Title and Topics
1	**Session 1** **8/26 -9/1**	**The Internet Explained: Going Behind the Curtain** ● Course Overview and Expectations ● Course Syllabus and Schedule ● The History and Evolution of the Internet ● BlackBoard Tips and Tricks ● Free Tools for Students ● Stony Brook Email ● Google Accounts and Preferred Email

2	**Session 2**
	9/2 -9/8
		Exploration of Social Media Tools and Technology
		● *Social Media Technology Issue: Project planning*
		   ○ Choose a social media technology or issue
		   ○ Research the issue by finding articles, videos and/or interviews and other material/media on the topic
		   ○ Choose a collaborative medium for communication and project creation
		● The Impact and Ethical Use of Social Media
		● An in depth look at available social media tools
		● Twitter, LinkedIn, Google+ and Facebook
		● Tumblr, Instagram, Snapchat, Periscope

3	**Session 3** **9/9 - 9/15**	**Planning Your Digital Portfolio** ● *Semester Project: Creation of Digital Portfolio and Brand - Brainstorm and Framework*

		● What is a digital portfolio? What is branding? ● Explore multiple types of digital portfolio tools. Review case studies of digital portfolios ● Overview of Social Media tools ○ Blogs, Twitter, Facebook, LinkedIn, Instagram, Periscope

4	**Session 4**
	9/16 -9/22
		Building a Positive Web Presence and Portfolio
		● *Semester Project: Creation of Digital Portfolio and Brand - Gathering Resources*
		● Personal Exploration and Establishing a Brand
		● Choose medium or web-based tool for digital portfolio
		  ○ Gather possible resources for portfolio
		  ○ Assess evaluate and reflect the best pieces of work for your portfolio
		  ○ Creation of the portfolio - adding your content
		  ○ With a classmate - review and reflect on their portfolio and provide feedback
		● Website authoring tools - Google Sites, Wix, Weebly, Wordpress
		● Develop an understanding of how all of these tools can work together to build a positive web presence
		● Research and choose a tool
		● Begin to build your web presence
		
		Project #1: Social Media Tool/Technology Research Paper
		Due September 22nd

5	**Session 5** **9/23 - 9/29**	**Digital Media and YouTube** ● *Creation of Digital Portfolio and Brand - Working on Digital Portfolio and Brand - Design* ● Overview of Digital media and YouTube ● The scope and social impact of digital media YouTube in society ● The ethical use of YouTube ● Additional video streaming resources ● YouTube and YouTube Channels ● Independent, Flipped' and Blended Learning ● MOOC's, iTunes U and podcasts
6	**Session 6** **9/30 - 10/6**	**Uploading and Creating Video Resources and Podcasting** ● *Creation of Digital Portfolio and Brand - Working on Digital Portfolio and Brand - Adding Content* ● YouTube Channel ● Screencast-o-matic, Camtasia ● Uploading Videos

		● Embedding Content ● Podcasting and Vodcasting ● Voicethread, MoveNote ● Collect, create and upload 'video' content that fits your desired digital profile ***Project #2: Social Media Issue Presentation*** ***Due October 6th***
7	**Session 7** **10/7 -10/13**	**Leveraging Social Media** ● *Creation of Digital Portfolio and Brand - Working on Digital Portfolio and Brand - Supporting with Social Media* ● *Meet and greet Elearning High School Group* ● The social impact of social media ● Harnessing the power of social media tools ● Google+ Community and Facebook Group Page ● Google Alerts
8	**Session 8** **10/14 - 10/20**	**Mobile Devices as a Learning Tool: Communication and Platforms** ● *Creation of Digital Portfolio and Brand - Working on Digital Portfolio and Brand* ● Text Messaging Systems: Cel.ly, Remind.com ● Desktop Platforms: Windows, MAC OS, Chrome OS, Linux ● Mobile Platforms: Win10, iOS, Android ● Connecting to social media on your mobile device ● Android Tablets, Windows 10 Tablets and iPads and Smartphones ● Using Tablets in Education and Business ● Learning Apps ● Video Streaming on your mobile device or tablet ● Video recording on smartphone – YouTube and Ustream.tv apps ● Mobile Presentations: Polleverywhere, Nearpod, Socrative, The Loop ● Understand how to harness the power of your mobile device for organization and management ● Productivity and organizational apps
9	**Session 9** **10/21 - 10/27**	**Sustaining your Web Presence - Staying up to date** ● *Creation of Digital Portfolio and Brand - Working on Digital Portfolio and Brand - Screencast Video Review* ● Personal learning networks and communities ● Tapping into Social Media and Social Networks ● Webinars and Hangouts OnAir ● Learn what it takes to effectively communicate with others in a blended environment

		● Peer Feedback ● Reflect on the process ● What's missing? Future Forward Goals ● Revision ● Short term / Long Term Plan
10	**Session 10/11 10/28 -11/8**	**Presentation You!** ● *Creation of Digital Portfolio and Brand - Working on Digital Portfolio and Brand - Record Screencast* ● *Screencasting Tools* ● *Final Portfolio Website with supporting Social Media Due* ***Project #3: Digital Portfolio Reflection and Long-term Plan*** ***Due: Friday, November 8th***