



1.3K 70

## 480G Writing and Social Networks

Fall 2024

Online, asynchronous with [Dr. Beardsley](#)

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### Office

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### Student Hours

In-person and [Gather.Town](#)

Tues. & Thurs. 11 AM – 12 PM

Wed. 2 – 4 PM

[or by appointment](#)

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## Helpful Course Abbreviations

DL: Discussion Leader

DM: Direct Message

UWC: University Writing Center

WO: Western Online

## Schedule

### Subject to Change

This schedule provides an overview of readings and assignments for the entire semester. For detailed assignment descriptions and supplemental materials (slides, videos, etc.) you must use the weekly modules under **Content** on WO. If you only look at the homepage, you will miss due dates and directions for the week.

## Welcome to ENG 480!

### Week 1

#### T 8.20

#### Introduction to Our Course

- Read this first: Welcome to Writing and Social Networks [WO Page]
- Then, read the following Western Online (WO) pages in this order
  - How This Online Course Works
  - Discord
  - Gather.Town Virtual Office
  - Syllabus & Course Calendar
  - Reading List & Additional Texts

#### Homework

- Join Discord server + add roles to server profile [Due T 8.20]
- Syllabus Quiz [Due Th 9.5] opens
  - Last day to take syllabus quiz is Th 9.5

#### Th 8.22

#### Social Media Intake

- General discussion: Where do we spend our time?

#### Homework

- Discussion – “Hello to my new followers”: Introduction Video or Post [Due Th 8.22]
- ENG 480 Social Media Intake Survey [Due Th 8.22]

## Unit 1: Writing About Social Media

### Week 2

T 8.27

#### The Myspace Era

Dr. B will serve as the discussion leader (DL) this week to model what DLs need to do

- Buck, A. (2023). "Introduction: Studying the First Decade of Social Media," pp. 3–20
- Discussion Leader
- Unit 1: Social Media Platform Study Assignment Sheet + Rubric
- APA Resources

#### Homework

- Choose Your DL Date [Due T 8.27]
  - Complete this task by adding your name to the [DL Calendar](#) Google Sheet

Th 8.29

#### Homework

- Discussion – The Myspace Era [Due Th 8.29]
- Social Media Exploration 1: Design [Due Th 8.29]

### Week 3

T 9.3

#### What Is Digital Literacy?

- Buck, A. (2023). "Digital Literacies on Social Media Platforms," pp. 21–46
- Hine, C. (2017). "From virtual ethnography to the embedded, embodied, everyday internet." pp. 21–28 [PDF]

#### Choose 1

- DeLuca, K. (2018). "Shared passions, shared compositions: Online fandom communities and affinity groups as sites for public writing pedagogy." pp. 75–92 [PDF]
- McGuire, M. (2021). "Women, healing, and community: Cyberfeminist activity on reddit."  
<https://kairos.technorhetoric.net/25.2/topoi/mcguire/index.html>

Th 9.5

#### Homework

- Discussion – What Is Digital Literacy? [Due Th 9.5]
- Social Media Exploration 2: Policies [Due Th 9.5]
- Syllabus Quiz [Due Th 9.5]

**Week 4**  
**T 9.10**

**How Do We Study Social Media Platforms?**

- Buck, A. (2023). "Studying Social Media Platforms," pp. 47–71

**Choose 1**

- Lepird, C. et al. (2024). "What news is shared where and how: A multi-platform analysis of news shared during the 2022 U.S. midterm elections." <https://doi.org/10.1177/20563051241245950>
- Postill, J. (2017). "Remote ethnography." pp. 61–69 [PDF]
- Steele, C. K. (2018). "Black bloggers and their varied publics: The everyday politics of Black discourse online." pp. 112–127 [PDF]

**Th 9.12**

**Homework**

- Discussion – How do we Study Social Media Platforms? [Due Th 9.12]
- Social Media Exploration 3: User Practices [Due Th 9.12]

**Week 5**  
**T 9.17**

**How Do We Write for Social Media?**

- Buck, A. (2023). "Negotiating Audience Across Platforms," pp. 72–112
- Review Unit 1: Social Media Platform Study Assignment Sheet + Rubric

**Homework**

- **DRAFT – Social Media Platform Study**

**Th 9.19**

**FEEDBACK DUE – Social Media Platform Study**

Today is dedicated to peer review. Use this time to provide feedback for your classmates.

- See the Social Media Platform Study Peer Review discussion board for instructions
- Review the Peer Review Guidelines and Expectations WO page while you work

## Unit 2: Autoethnography

Week 6  
T 9.24

### Data, Interfaces, and AI (Oh, My!)

- Buck, A. (2023). "Managing Data and Interfaces," pp. 113–148
- Unit 2: Autoethnography Assignment Sheet + Rubric

Th 9.26

### FINAL ASSIGNMENT DUE – Social Media Platform Study

Today is dedicated to finalizing and submitting your final Social Media Platform Study.

Week 7  
T 10.1

### Social Media Identity(ies)

- Buck, A. (2023). "Managing Identity in Professional Spaces," pp. 149–121

#### Choose 1

- Briggs, T. (2012). ["Writing a professional life on Facebook."](#)
  - Transcript available on WO
- Koch, T. et al. (2023). "Funny but not credible? Why using (many) emojis decreases message credibility and source trustworthiness." <https://doi.org/10.1177/20563051231194584>

Th 10.3

#### Homework

- Discussion – Social Media Identity(ies) [Due Th 10.3]
- Social Media Exploration 4: Your Most-Used Platform [Due Th 10.3]

Week 8  
T 10.8  
&  
Th 10.10

### Social Media Time-Use Diary Week

This week is dedicated to completing a week-long diary study of your social media interactions.

Complete the **Social Media Time-Use Diary** portion of the Unit 2: Social Media Autoethnography Template. You will hand in your completed time-use diary as part of your Autoethnography draft and final deliverable.

Week 9  
T 10.15

### Where Is Social Media Now?

- Buck, A. (2023). "Beyond Social Media's First Decade," pp. 172–192

#### Choose 1

- Ames, M., & McDuffie, K. (2023). "Introduction: Redefining hashtag activism." pp. 3–17 [PDF]
- Jackson, S. J., Bailey, M., & Welles, B. F. (2020). "From #Ferguson to #FalconHeights: The networked case for Black lives." pp. 123–152 [PDF]
- Taylor, S. & Choi, M. (2022). "An initial conceptualization of algorithm responsiveness: Comparing perceptions of algorithms across social media platforms." <https://doi.org/10.1177/20563051221144322>

Th 10.17

#### Homework

- Discussion – Where Is Social Media Now? [Due Th 10.10]
- Social Media Exploration 5: What's the Algorithm? [Due Th 10.10]

**Week 10**  
T 10.22

**Peer Review Week**  
**DRAFT DUE – Autoethnography**

Post your Autoethnography draft by 11:59 PM.

Th 10.24

**FEEDBACK DUE – Autoethnography**

Today is dedicated to peer review. Use this time to provide feedback for your classmates.

- See the Autoethnography Peer Review discussion board for instructions
- Review the Peer Review Guidelines and Expectations WO page while you work

**Unit 3: Social Media Research or Application**

**Week 11**  
T 10.29

**Writing a Project Proposal**

- Clary-Lemon, J., et al. (2022). “Chapter 1. What are research methods?” pp. 3–20 [PDF]
- Read Assignment 3.1: Social Media Project Proposal

Th 10.31

**FINAL ASSIGNMENT DUE – Autoethnography**

Today is dedicated to finalizing and submitting your final Autoethnography.

**Week 12**  
T 11.5

**2024 General Election Day**

**No Classes**

Th 11.7

**Writing a Research Paper or Showing off Your Social Networking Skills**

- Clary-Lemon, J., et al. (2022). “Chapter 4. Working with words.” pp. 69–87 [PDF]
- Read Assignment 3.2: Research Paper or Social Media Application
- Conducting Research
- APA review + resources

**Suggested Meeting (Extra Credit Opportunity)**

- Drop into student hours or make an appointment with Dr. B to discuss your final project ideas



**Week 13**

**T 11.12  
&  
Th 11.14**

**Topic Formation Week**

Use this week to figure out the plan for your Social Media Research or Application Project.

**Suggested Meeting (Extra Credit Opportunity)**

- Drop into student hours or make an appointment with Dr. B to discuss your final project ideas

**DUE – Project Proposal**

- Submit your Project Proposal by 11:59 PM on Th 11.14
- **Note: There is no peer review for this assignment, so plan accordingly (e.g., use the UWC and make sure you proofread)**

**Week 14**

**T 11.19  
&  
Th 11.21**

**Research & Writing Week**

This week is dedicated to conducting research and working on your final Social Media Research or Application Project.

**Suggested Meeting**

- Drop into student hours or make an appointment with Dr. B to discuss your final project

**Homework**

- Social Media Exploration 6: Coding Test Run [Due Th 11.21]

**Week 15**

**T 11.26  
&  
Th 11.28**

**Thanksgiving Break**

There are no classes M 11.25 – F 11.29  
Have a good break!

**Week 16**

T 12.3

**Peer Review Week**

**DRAFT DUE – Social Media Research or Application**

Today is dedicated to working on your Social Media Research or Application project and posting it by 11:59 PM.

Th 12.5

**FEEDBACK DUE – Social Media Research or Application**

Today is dedicated to peer review. Use this time to provide feedback for your classmates.

- See the Social Media Research or Application Peer Review discussion board for instructions
- Review the Peer Review Guidelines and Expectations WO page while you work

**Semester Reflection Survey & Course Eval**

- The Importance of Completing Course Evaluation

**Homework**

- Course Eval
- Semester Reflection Survey

**Finals Week**

T 12.10

**M 12.9 – F 12.13**

**DUE – Social Media Research or Application**

Submit your Social Media Research or Application by **11:59 PM** on **T 12.10**