Media Innovation Workshop: Business Models for New Media – Spring 2010
JOU 3810 & MIS 3580
Tuesday, Thursday, 12:30pm-1:50pm
Tuttleman 4

Instructors
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COURSE DESCRIPTION

In this course we will review concepts and principles related to new business models supported by innovative use of Web 2.0 and social media. Through a combination of readings, discussion, presentations, and hands-on projects we will examine (i) the use of key media technologies (including, but not limited to: WordPress weblogs, Flash multimedia, Twitter, and Google web analytics), (ii) the business models underlying successful innovative new media business models such as Wikipedia, Craigslist, YouTube, and Facebook, and (iii) the role of centralized, decentralized, and crowd-sourced information resources in online media innovation.

COURSE OBJECTIVES

Upon successful completion of this course, students will:
• Have an understanding of the fundamental concepts of online media and various social computer technologies supporting media innovation.
• Have skills to use technologies to develop interactive multimedia applications, to create a weblog, and to track and grow web traffic,
• Be able to articulate the key challenges involved in developing a large-scale new media business, and
• Understand multiple forms of centralized, decentralized, and hybrid business models supported by Information Technology.

TEXTS

The following required books may be purchased at the bookstore or online from Amazon.com:

• The Starfish and the Spider. Ori Brafman and Rod Beckstrom. Portfolio Trade. ISBN: 1591841437


In addition to the textbooks, the instructors may assign additional readings from other sources.
STORAGE MEDIA

Students will need to purchase storage media for their production projects. Student files may not be left on the computers in Tuttleman, the Tech Center or the MIS Lab. The choices for storage media include:

- A portable USB drive. You can get a 2GB drive for under $10 at Staples.
- A 10-pack of CD-Rs (about $10 at Staples). CD-Rs are “write once” media, meaning that once you have written files on a CD-R you cannot add anything else to the disk. We do NOT recommend CD-RWs, which allow for multiple re-writes on a single disk, as the process for re-writing is cumbersome.

ASSIGNMENTS

Personal Blog Development – 100 points
By the end of the semester, students must set up their own WordPress site. Students are expected to select and modify a theme and incorporate Google Analytics. Students should plan to create at least 10 original posts on their blog, related to topics covered in class. The 10 original posts are IN ADDITION TO class assignments that must be posted on the blog. At the end of the semester, students must write a report on what they learned from developing, updating and monitoring usage on their blog.

Multimedia Assignments - 200
Students will be expected to learn Flash as a prototyping and presentation tool, and to use Flash to present final project ideas. During the course of the semester there will be one photo essay and three multimedia assignments that must be created in Flash: An original animation, an audio slide show, and a presentation with interactive navigation. Each of these assignments will be worth 50 points.

Database Development – 100 points
Students must sketch out a plan for a set of data. The plan should answer the following questions:
- What questions would you ask?
- What information would you make available to the public?
- How would the public get to the information?
- How would the data set be maintained?

Web Site Promotion – 100 points
Students must devise a plan for measuring and increasing the search engine ranking and number of hits associated with their Web site.

Participation – 100 points
Students will be evaluated on their consistent attendance in class and contributions to course discussions. Participation includes regular attendance, on-time arrival to class, and participation
in class discussions. Students with more than one unexcused absence may receive a F for the course.

**New Product Development – 150 points**
Students will develop a proposal for a product or service for the college.philly.com site. Students will be expected to brainstorm ideas, conduct market research, create a prototype, focus group your prototype or idea with users in the college.philly.com demographic, write a report and create a presentation for the professors and Philly.com.

**End of Semester Report – 100 points**
Students will write a five to 10 page report on what they learned this semester, how their Web site hits increased or decreased over the course of the semester.

**GRADE CRITERIA**

Grades will be based on the following criteria:

A - The student's work meets all the minimum requirements of the assignment, and exceeds most of them  
B - The student's work meets all the minimum requirements of the assignment, and exceeds some, but not most, of them  
C - The student's work meets all the minimum requirements of the assignment.  
D – The student’s work fails to meet some, but not most, of the minimum requirements  
F - The student's work fails to meet most or all of the minimum requirements.

**Final Grade Scale**

All grading will be done on a point system, with a letter grade assigned at the end of the term based on points earned from a total of 850 points. Grades of Incomplete will be given only for acceptable written medical reasons. You can calculate your final score as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percent Range</th>
<th>Point Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93-100</td>
<td>791-850</td>
</tr>
<tr>
<td>A-</td>
<td>90-92</td>
<td>765-782</td>
</tr>
<tr>
<td>B+</td>
<td>87-89</td>
<td>740-757</td>
</tr>
<tr>
<td>B</td>
<td>83-86</td>
<td>706-731</td>
</tr>
<tr>
<td>B-</td>
<td>80-82</td>
<td>680-697</td>
</tr>
<tr>
<td>C+</td>
<td>77-79</td>
<td>655-672</td>
</tr>
<tr>
<td>C</td>
<td>73-76</td>
<td>621-646</td>
</tr>
<tr>
<td>C-</td>
<td>70-72</td>
<td>595-612</td>
</tr>
<tr>
<td>D</td>
<td>60-69</td>
<td>510-587</td>
</tr>
<tr>
<td>F</td>
<td>Below 60</td>
<td>0-510</td>
</tr>
</tbody>
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COURSE SCHEDULE

Please note that the Course Schedule is subject to change to accommodate guest speakers and other circumstances.

Week 1 – Jan. 19 / 21 – Introduction
Reading: TBA (check course blog)
Tuesday: Course Introductions
Thursday: Introduction to Blogging
Assignments: Start personal blog

Week 2 – Jan. 26 / 28
Reading: Starfish and the Spider, Intro + Chapter 1
Tuesday: Discussion of reading: Centralized and decentralized organizations; Introduction to web analytics
Thursday: Image Editing
Assignments: Add Google Analytics to personal blog. Begin photo essay.

Week 3 – Feb. 2 / 4
Reading: Starfish and the Spider, Chapter 2 & 3
Tuesday: Discussion of reading: power of decentralized organizations
Thursday: Image Editing
Assignments: Complete photo essay. It is due next Thursday.
DUE: Minimum of two blog posts with Google analytics setup

Week 4 – Feb. 9 / 11
Reading: Web Style Guide: Chapter 1-3
Tuesday: Discussion of reading: website development process; universal usability; information architecture
Thursday: Animation in Flash
Assignments: Begin Flash Animation; begin database development assignment
DUE: Photo Essay

Week 5 – Feb. 16 / 18
Reading: Starfish and the Spider, Chapter 4 & 5
Tuesday: Discussion of reading: the role of catalyst
Thursday: Animation in Flash
Assignments: Continue making personal blog entries
DUE: Database Development

Week 6 – Feb. 23 / 25
Reading: Starfish and the Spider, Chapter 6 & 7
Tuesday: Discussion of reading: taking on decentralization
Thursday: Animation in Flash
Assignments: Complete animation. It is due next Thursday.
Week 7 – Mar. 2 / 4  
**Reading:** *Starfish and the Spider*, Chapter 8 & 9  
**Tuesday:** Discussion of reading: hybrid organizations  
**Thursday:** Creating Audio Slide Shows in Flash  
**Assignments:** Begin Audio Slide Show  
**DUE:** Animation

**Spring Break – Mar 9 / 11**  
No Classes

Week 8 – Mar. 16 / 18  
**Reading:** *Web Style Guide*, Chapter 4, and TBD  
**Tuesday:** Search engine optimization  
**Thursday:** Creating Audio Slide Shows in Flash  
**Assignments:** Complete audio slide show. It is due next Thursday.

Week 9 – Mar. 23 / 25  
**Reading:** TBA (check course blog)  
**Tuesday:** Search engine advertising  
**Thursday:** Interactive Presentations in Flash  
**Assignments:** Begin Interactive Presentation.  
**DUE:** Audio slide show

Week 10 – Mar. 30 / Apr. 1  
**Reading:** TBA (check course blog)  
**Tuesday:** Advanced website analytics  
**Thursday:** Interactive Presentations in Flash  
**Assignments:** Complete Interactive Presentation. It is due next Thursday.  
**DUE:** Website promotion

Week 11 – Apr. 6 / 8  
**Reading:** Wisdom of crowds article (see blog); *Web Style Guide*: Chapter 4-6  
**Tuesday:** New media innovation  
**Thursday:** Discussion of reading: interface design; site structure; page structure  
**Assignments:** New Product Development  
**DUE:** Interactive presentation

Week 12 – Apr. 13 / 15  
**Reading:** *Web Style Guide*: Chapter 7-9  
**Tuesday:** Wisdom of crowds: crowd-sourcing, peer recommendations, community and feedback systems  
**Thursday:** Discussion of reading: page design; typography; editorial style  
**Assignments:** New product development
**Week 13 – Apr. 20 / 22**  
**Reading:** *Web Style Guide*: Chapter 10-12  
**Tuesday:** Social media marketing  
**Thursday:** Discussion of reading: forms and applications; graphics; multimedia  
**Assignments:** End of semester reports, personal blogs  
**DUE:** New Product Development

**Week 14 – Apr. 27 / 29**  
**Tuesday:** Presentations  
**Thursday:** Presentations  
**DUE:** End of Semester Report and Personal Blog

**COURSE POLICIES**

**Deadlines.** Late work will only be accepted in the case of a documented emergency or if circumstances are cleared with me prior to the due date. Late work submitted without prior approval will result in substantial grade reduction.

**Blackboard.** This course will utilize Blackboard. Students are expected to log in regularly for announcements and course documents.

**Plagiarism.** For the purposes of this course, plagiarism will be defined as taking the words or ideas of another person and presenting them as one’s own without proper credit. Plagiarizing is considered cheating. A student who plagiarizes will receive a zero for that assignment and/or a failing grade for the course. If you are not certain that you are using or citing materials properly, feel free to check with your instructor.

**Online Resources** – This class is rich in online resources to help you with the technical aspects of your projects. Look in Blackboard under COURSE DOCUMENTS and EXTERNAL LINKS. Resources will also be posted to the class blog.

**Respect.** An environment of respect among students and the instructor is essential to the learning process. All students will be expected to respect the diversity of opinions and perspectives that comprise our learning community. The diversity of a multicultural society requires that we discuss our differences of opinion with no anger, arrogance or personal attacks, and without perpetuating stereotypes about gender, age, race, religious affiliation, sexual preference, national origin, dialect or disability. Behavior that interferes with an environment of respect will not be tolerated.

**Special Needs.** It is our desire that all students fully participate in our department’s curriculum, but we need your assistance. If you have a disability or a condition that compromises your ability to complete the requirements of this course, you must notify the instructor immediately. All reasonable efforts will be made to accommodate your needs.
LAB POLICIES

Many of our class meetings will be held in the Tuttleman computer labs. The privilege of working in a computer lab brings with responsibilities.

- There is absolutely NO FOOD OR DRINK allowed in the lab.
- Student work may NOT be left on the computers overnight. The computer hard drives are purged on a regular basis.
- Students must provide their own storage media.

Tech Center Open Lab Hours

Students should use the Tech Center to complete their assignments that are due outside of class. All computers in the Mac area of the Tech Center have the software we will use in this class, including Dreamweaver, Flash, Audacity and Final Cut Pro. The hours for the Tech Center are as follows:

- Monday-Thursday - Open 24 hours
- Friday - 12am-7:30pm
- Saturday – 9am-6pm

MIS Lab Hours

Students may also use the MIS Lab to complete their assignments.

EQUIPMENT CHECKOUT

Students may check out equipment from the Equipment Office on the first floor of Annenberg Hall. Checkout is available on Monday, Wednesday or Friday afternoons. Monday checkouts are due on Wednesday morning. Wednesday checkouts are due on Friday morning. Friday checkouts are due on Monday morning. All students are expected to be familiar with the Equipment Room’s checkout policies, which can be seen here:

http://www.temple.edu/sct/film-video-procedures-policies-pages.htm