

Course Goals:

- Students should gain an understanding of web 2.0 concepts and the planning and building of online communities.
- Students should understand the history, trends, technologies and key theories behind online community.
- Students should be able to apply these concepts and practices to a professional setting, understanding how to apply them to practical business practice.

Course Assignments:

In addition to weekly assignments students will do original research, work on teams, develop and present prototypes and plans for new news products (print, broadcast or online) and professionally present those ideas. Final projects are designed to advance each student's professional and academic goals and should be suitable for presentation to potential employers.

ATTENDANCE POLICY

Unexcused absences will not be tolerated. Students are expected to make up all work and assignments from each session.

REQUIRED TEXTBOOKS AND READINGS

- TBD
- You will also be responsible for reading all materials listed as URL's on the syllabus and for any additional handouts

DAILY NEWS READINGS

In addition to your daily news diet, please read the Monday Business Section of the New York Times. This is the day dedicated to coverage of the media industry.

ASSIGNMENTS

There will be several short papers and a final project. Each of these is described in later in the syllabus.

CLASS PARTICIPATION

This is a seminar and will rely heavily on class participation. You are expected to come to each class prepared, having read the material and able to discuss its contents.

GRADING

In-class participation	20%
Writing Assignments	
• Discussion Guide	10%
• Online Community Profile	10%
• Book Report/Theory	10%
Final Project	
• Online Communities Plan & Creation	40%
• Final Presentation	10%

ACADEMIC INTEGRITY POLICY

There are no exceptions to this policy.

Since its founding, the USC Annenberg School of Communications has maintained a commitment to the highest standards of ethical conduct and academic excellence.

Any student found guilty of plagiarism, fabrication, cheating on examinations or purchasing papers or other assignments will immediately receive a failing grade in the course and will be dismissed from the school.

DISABILITY SERVICES AND PROGRAMS

Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to me as early in the semester as possible. DSP is located in STU 301. Its phone number is 213-740-0776.

August 22, 2006

Week One

Introduction & Course Overview

- Introductions
- Goals and Interests
- Syllabus Review
- What are communities? Social Networks? A sense of place?

August 29, 2006

Week Two

History of Online Communities

- Hypertext
- BBS, Well
- Proprietary Services
- Social Software

Readings: TBD

Discussion Questions: TBD

Guest Lecture: TBD

September 5, 2006

Week Three

Segmentation of Online Communities

- Market Size and Reach
- Vertical Internets areas

Readings: TBD

Discussion Questions: TBD

Guest Lecture: TBD

September 12, 2006

Week Four

Identity and Trust

- Identity Management
- Trust Networks

Readings: TBD

Discussion Questions: TBD

Guest Lecture:

- Randy Farmer, Yahoo Communities Strategist, Palace

September 19, 2006

Week Five

Theories of Participation

- Motivation
- Rewards
- Incentives

Readings: TBD

Discussion Questions: TBD

Guest Lecture:

- Cameron Marlow, Yahoo Berkley Research Labs

September 26, 2006

Week Six

Technology:

- Social Software (mySpace, Face Book)
- Blogs
- Wikis
- Tags, Ratings, Annotations

Readings: TBD

Discussion Questions: TBD

Guest Lecture: TBD

October 3, 2006

Week Seven

Focus: Gender, Race, Sexual Orientation

Readings: TBD

Discussion Questions: TBD

Guest Lecture: TBD

October 10, 2006

Week Eight

Focus: Media and Journalism

Readings: TBD

Discussion Questions: TBD

Guest Lecture:

October 17, 2006

Week Nine

Politics and Social Organizations

Readings: TBD

Discussion Questions: TBD

Guest Lecture:

October 34, 2006

Week Ten

Focus: Games & Entertainment

Readings: TBD

Discussion Questions: TBD

Guest Lecture:

October 31, 2006

Week Eleven

Focus: Commerce

Strategic Communications, Public Relations and Marketing

Readings: TBD

Discussion Questions: TBD

Guest Lecture: Todd Steinman, COO, M80

November 7, 2006

Week Twelve

Focus: Youth Culture

Legal and Policy Issues

- Copy write
- Net Neutrality
- Safety
- Privacy

Readings: TBD

Discussion Questions: TBD

Guest Lecture:

- **Francois Barr, USC Center for Communications, Law and Policy**
- **Corey Doctorow, EFF and USC Center for Public diplomacy**

November 14, 2006

Week Thirteen

Focus: Health and Humanitarian Communities

Economics of Online Communities

- Monetization Strategies
- SEO
- User Targeting

Readings: TBD

Discussion Questions: TBD

Guest Lecture: Arnie-Gullov Singh, mySpace, Fox Interactive

November 21, 2006
Week Fourteen
International/Mobile

Readings: TBD

Discussion Questions: TBD

Guest Lecture: Bruno Guisanni, Roam

November 28, 2006
Week Fifteen
Last Class - Final Presentations

- Final Reports Due