

Meeting the goals

We will work toward the course goals in several ways:



- Hands-on practice: An opportunity to gain repeated experience headline testing, analyzing metrics, coding, and creating and managing online content, including social media. We'll have numerous small assignments and one large project.
- In-class discussions and exercises
- Relevant readings and analysis
- Professional development

Assignments

Exercises and/or responses to readings will be assigned regularly, and one longer project will be assigned to bring together your skills through the semester. These are due by class time on the due date. Late work will not be accepted.

Social media

Social media is a key part of journalism today: Many journalists manage multiple social media accounts for their news organizations, and all journalists should be using social media to follow news, trends and industry info, as well as to share their own content. As part of this class, you will learn to use social media beyond just sharing content, so you will need to have accounts on **Facebook, Twitter, Instagram** and **Snapchat** that you can use for classwork. You may use existing accounts or create new ones to practice with.

In-class work and participation

During the class meetings, we will often discuss topics relevant to digital journalism and work on material in pairs or groups. So do the readings, keep up with the work and come prepared to participate. **Please don't be a distraction to your classmates: Turn your electronic devices' sound off during class and use devices only for class work.** Be respectful of others whose viewpoints and experiences may not be the same as your own.

Attendance

Approach this course as you would a job: you don't just fail to show up for work (not if you want to keep the job), so don't just fail to show up for class. If you cannot attend class or if you are going to be late, please call or e-mail. Absences from class will affect your grade.

Grading

A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
93+	90-92	87-89	83-86	80-82	77-79	73-76	70-72	67-69	63-66	60-62	59-

Your final grade will be determined according to this breakdown:

- Assignments (graded and pass/fail): **25 percent**
- Quizzes and midterm test: **25 percent**
- Final project: **40 percent**
- Participation: **10 percent**

The fine print

Academic misconduct

In this class, and in all journalism classes, honesty and integrity are critical. Any work you do must be original and reflect your own ideas, thoughts and research. In a work setting, if you choose to violate professional standards, you will be fired. In this class, if you choose to violate the standards for academic integrity, you'll fail the course, and you may be expelled from or denied admission to the School of Journalism.

Here's some clarification:

If you use or attempt to use any unauthorized materials during a test, or if you give any unauthorized materials to someone else during a test, this is cheating. Unauthorized materials include written materials, such as notes, as well as nonverbal or electronic communication.

Plagiarism is stealing. It is taking someone else's ideas, thoughts, or words and presenting them as your own original work. This includes taking ideas from written sources, broadcast sources, online sources or work done by another student. Copying and pasting material directly from the Internet and presenting that work as if it were your own – that is, without quotation marks and proper attribution – is plagiarism. You will often need to incorporate another person's ideas, opinions and words into the stories you write, to make a point or to provide background. When you do this, it is essential that you attribute that information: explain where the information came from and give credit where credit is due.

Fabrication means that you made up information, sources, citations or quotes. This includes making up an entire interview or source or embellishing a fact, quote, or statistic to make it sound better. Don't do it. Ever. No matter how pressed you are for time, it's far better to risk the wrath of your boss than to risk your credibility as a journalist.

Content "recycling": The expectation in this class is that you've come to learn, to be creative, to stretch your imagination, and expand your skills. Therefore, all the work you do in this class must be original. That means no "recycling" of your previous interviews, assignments, stories or work from other classes. The journalism school regards any efforts to recycle material from previous coursework as academic dishonesty.

Disability accommodation

If you have a special need that may affect your learning

and for which you wish to request accommodation, contact KU Student Access Services in the Academic Achievement and Access Center (AAAC), which coordinates accommodations and services for all students who are eligible. Information about services can be found at <http://disability.ku.edu/>, at the office in Strong Hall Room 22, or by calling 785-864-4064. Please contact me privately regarding your needs in this course, and realize that you will likely need official documentation and requests from the AAAC before accommodations are made.

Journalism School and financial aid policy on classroom attendance

"Students must attend their classes and laboratory periods. Instructors may take attendance into account in assessing a student's performance and may require a certain level of attendance for passing a course. Instructors may choose to drop students from a course, based on attendance, without consent."

"The KU Office of Student Financial Aid is required by federal law to determine whether students who receive aid are attending each class in which they are enrolled. Instructors are required to report to that office absences of students who have stopped attending and names of those who have enrolled but never have attended. Students who do not attend classes may be required to repay federal and/or state financial aid."

Inclement weather

In the event of bad weather, the decision to cancel classes is made by KU officials. To determine whether snow or icy conditions have canceled classes, call 785-864-7669.

Recording of classroom lectures

Course materials prepared by the instructor, as well as content of all lectures presented by the instructor, are the instructor's property. Video and audio recording of lectures without instructor consent is prohibited.

Pursuant to the University of Kansas' [Policy on Commercial Note-Taking Ventures](#), commercial note-taking is not permitted in J419. Lecture notes and course materials may be taken for personal use and may not be sold to any person or entity in any form.

However: Note-taking provided by a student volunteer for a student with a disability, as a reasonable accommodation under the ADA, is **not the same** as commercial note-taking and is allowed.

JOUR 500: Fall 2017 Course Schedule

Units 1-3: Overview

Unit 1

Terms and concepts: Gaining a common vocabulary; common tools, what they do and how to evaluate them; why should you use multimedia tools?

Unit 2

Information technology: Analytics at a glance; what should you know about coding?

Unit 3

Audience engagement: Social media best practices; what is SEO and SMO; why use email, push notifications and curation

Units 4-12: Digging In

Unit 4

Reaching audiences: Using email and push notifications to get content to your audience
Social media: Tracking engagement and content performance through analytics

Unit 5

Analytics: What data is collected? How do you read it? How do you use that data to learn more about your audience and your content?

Analytics: Use analytics data to improve content delivery and audience engagement.

Looking beyond page views.

Unit 6

SEO and SMO: Writing effective display type and using digital-only fields such as metatags, open grafs, and hashtags to boost views and engagement

Which is better? Testing headlines to see which draws more interest

Unit 7

Multimedia storytelling: What multimedia elements will make a story more effective and engaging?

Unit 8

Multimedia tools: A closer look at specific multimedia storytelling tools

Assignment: Learning the basics of Timelines, Storymap, Tableau, and graphic mapping building an item with each

Unit 9

Small group work on projects

Unit 10

Multimedia tools: Curating information to create better multimedia packages

Unit 11

HTML coding: What it is, why you need it and how to use it to edit a web page.

Unit 12

Digital navigation and design: Web and mobile. The importance of load time and responsive design.

Final Weeks:

Wrap-up: More practice, pulling it all together, final project presentations