

Spring 2016
The University of Texas at Austin
School of Journalism

Course Title: J395 News for a Mobile Audience (08155)
A course developed by Paula Poindexter to create awareness of news in a mobile world.
Meets with J338J News for a Mobile Audience (07885)
TTh 11:00 -12:30 p.m.; CMA 6.174

Instructor: Dr. Paula Poindexter, Associate Professor
Office: BMC 3.310
Phone /Text: (512) 695-6879
E-Mail Address: paula.poindexter@austin.utexas.edu
Office Hours: TTh 1:00 to 2:30 p.m. or by Appointment

Course Description:

The description of an ONA (Online News Association) session at the 2013 conference provides insight into the importance of this course for today's journalism students: "Mobile traffic is beginning to surpass desktop metrics at newsrooms large and small, marking the beginning of a new era in journalism. Mobile is not just a new design or distribution channel, but a fundamentally different business with new competitors." This fundamentally different business requires fundamentally different thinking, not just in how journalism is practiced in a mobile world but also about the audience for a mobile news product that is competing for the time and attention of a consumer that has an abundance of mobile content choices. This course, which is designed as a seminar for journalism students, will address this mobile world and how journalism and the news audience fit in it.

Specifically, this course will examine:

1. The mobile landscape and mobile consumers
2. Social media and mobile
3. Journalism in a mobile landscape
4. Mobile news consumers
5. Mobile news
6. Other

After completing this course, students will have (1) a better understanding of the mobile landscape (2) more awareness about social media and journalism in a in a mobile world; (3) more knowledge about the audience for mobile news.

Required course materials and equipment:

- Mobile device
- Millennials and News on Facebook at <http://on.fb.me/Nlejee>
- "News for a Mobile-First Consumer" Packet; Purchase at Jenn's Copies, 2200 Guadalupe
- CNBC's Documentary: "#Twitter Revolution
- "Page One: Inside the New York Times"

Grading. Plus and minus will be used in calculating course grades. The final course grade will be based on the following formula:

1. Attendance	25%
2. Final Group Project	20%
3. Completion Assignments:	10%
a. "Like" Millennials and News on Facebook	
b. Weekly Millennials and News activities	
4. Graded Assignments on News for a Mobile-First Consumer	25%
5. Graduate Research Paper/Project on some aspect of mobile, wearable, or virtual reality	20%

Attendance, which will be taken at the beginning of class, is calculated as a percentage of days attended by total number of class days. If for some reason, you forget to sign the attendance sheet, you must send an email to me before the next class and write a note with the date on the next day's attendance sheet.

There are no official excused absences but there is an opportunity to "bank" up to three attendance days in case they are needed. To qualify for the Attendance Bank, students can get up to three people who have not used the Millennials and News page to "like" the page by the beginning of class, Thurs., Jan. 21. After confirming the "likes," submit the names and addresses on the official Millennials and News Attendance Bank sheet by the deadline, Thurs., Jan. 21.

Completion Assignments. The grade for **completion assignments** is calculated as a percentage of completed assignments by total number of completion assignments. **Late completion assignments will not be accepted unless an arrangement has been made in advance.**

Expectations of Students.

1. Always come to class ready to learn and prepared to participate.
2. Listen, take notes and participate during class discussions.
3. Attend all classes and oral presentations.
4. Meet all assignment deadlines. Late completion assignments will not be accepted.
5. If an emergency prevents a student from meeting the deadline of an assignment, the student must notify the instructor prior to the deadline.
6. Always turn in professional-level written work. Points will be deducted for spelling, grammatical, punctuation, and capitalization errors.
7. Abide by the University of Texas at Austin Honor Code, which reads:
"The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the university is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community."
8. Abide by the University of Texas at Austin Policy on Scholastic Dishonesty, which reads: The University defines academic dishonesty as cheating, plagiarism, unauthorized collaboration, falsifying academic records, and any act designed to avoid participating honestly in the learning process. Scholastic dishonesty also includes, but is not limited to, providing false or misleading information to receive a postponement or an extension on a test, quiz, or other assignment, and submission of essentially the same written assignment for two courses without the prior permission of the instructor. By accepting this syllabus, you have agreed to these guidelines and must adhere to them. Scholastic dishonesty damages both the student's learning experience and readiness for the future demands of a work-career. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. See: http://deanofstudents.utexas.edu/sjs/acint_student.php.

9. Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 471-6259.

Calendar of Assignments and Activities

1. Week of Jan. 18

First Day of Class, Tues., Jan. 19

Introductions, Course Goals, Learning Objectives, Expectations

Introduction to Millennials and News on Facebook

Organize Groups

Completion Assignment #1: Due by class time, Thurs. Jan. 21.

1. “Like” the Millennials and News page at <http://on.fb.me/Nlejee> .
2. Find a story of interest posted on Millennials and News between Monday and Thursday and post a comment.

Completion Assignment #2: Find a recent statistic that provides insight into “Living in a Mobile World.” Include statistic, source, URL. Be prepared to discuss statistic in class. **Due: By class time, Thurs., Jan. 21.**

2. Week of Jan. 25

Completion Assignment #3: Journal of Mobile Device Activity; Due at Beginning of Class, Tues., Jan.26.
Analysis and discussion of Journal of Mobile Device Activity

Read News for a Mobile-First Consumer Packet: Preface; Chapter 1, The Smart Mobile Landscape

Graded Assignment: Write three things you learned in Chapter 1 that were interesting, surprising, or important. Be specific and briefly explain why you selected these three things.

Millennials and News Completion: Before Thursday’s class, comment on a story on *Millennials and News* posted between Monday and Thursday.

3. Week of Feb. 1:

Read News for a Mobile-First Consumer Packet; Chapter 2, News in the Mobile Age

Graded Assignment: Write three things you learned in Chapter 1 that were interesting, surprising, or important. Be specific and briefly explain why you selected these three things.

Millennials and News Completion: Before Thursday’s class, comment on a story on *Millennials and News* posted between Monday and Thursday.

4. Week of Feb. 8:

Read News for a Mobile-First Consumer Packet: Chapter 3, Social Media’s Role on the Mobile Stage

Graded Assignment: Write three things you learned in Chapter 1 that were interesting, surprising, or important. Be specific and briefly explain why you selected these three things.

View: “#Twitter Revolution”

Completion Assignment on “#Twitter Revolution”

Millennials and News Completion: Before Thursday’s class, comment on a story on *Millennials and News* posted between Monday and Thursday.

5. Week of Feb. 15

Read News for a Mobile-First Consumer Packet: Chapter 4, News Consumers' Preferences in a Mobile Environment

Graded Assignment: Write three things you learned in Chapter 1 that were interesting, surprising, or important. Be specific and briefly explain why you selected these three things.

Millennials and News Completion: Before Thursday's class, comment on a story on *Millennials and News* posted between Monday and Thursday.

6. Week of Feb. 22

Read News for a Mobile-First Consumer Packet: Chapter 5, Millennials in a Mobile News and Social Media World

Graded Assignment: Write three things you learned in Chapter 1 that were interesting, surprising, or important. Be specific and briefly explain why you selected these three things.

Millennials and News Completion: Before Thursday's class, comment on a story on *Millennials and News* posted between Monday and Thursday.

7. Week of Feb. 29

Read News for a Mobile-First Consumer Packet: Chapter 6, Race, Ethnicity, and Mobile

Graded Assignment: Write three things you learned in Chapter 1 that were interesting, surprising, or important. Be specific and briefly explain why you selected these three things.

Millennials and News Completion: Before Thursday's class, comment on a story on *Millennials and News* posted between Monday and Thursday.

8. Week of Mar. 7

Read News for a Mobile-First Consumer Packet: Chapter 7, Women and Men: Divided and Connected in the Mobile Space

Graded Assignment: Write three things you learned in Chapter 1 that were interesting, surprising, or important. Be specific and briefly explain why you selected these three things.

Millennials and News Completion: Before Thursday's class, comment on a story on *Millennials and News* posted between Monday and Thursday.

9. Week of March 14: Spring Break

10. Week of March 21

Read News for a Mobile-First Consumer Packet: Chapter 9, Doing Mobile Journalism

Graded Assignment: Write three things you learned in Chapter 1 that were interesting, surprising, or important. Be specific and briefly explain why you selected these three things.

View: "Page One: Inside the New York Times"

Speakers: TBA

Millennials and News Completion: Before Thursday's class, comment on a story on *Millennials and News* posted between Monday and Thursday.

11. Week of March 28

Doing Mobile Journalism continued

Speakers: TBA

Millennials and News Completion: Before Thursday's class, comment on a story on *Millennials and News* posted between Monday and Thursday.

12. Week of April 4

Doing Mobile Journalism continued

Speakers: TBA

Read News for a Mobile-First Consumer Packet: Chapter 10, The Future of News in a Crowded Mobile Landscape

Graded Assignment: Write three things you learned in Chapter 1 that were interesting, surprising, or important. Be specific and briefly explain why you selected these three things.

Millennials and News Completion: Before Thursday's class, comment on a story on *Millennials and News* posted between Monday and Thursday.

13. Week of April 11

Begin Work on Final Group Project. (See Handout describing requirements.)

Millennials and News Completion: Before Thursday's class, comment on a story on *Millennials and News* posted between Monday and Thursday.

14. Week of April 18

Continue Work on Final Group Projects

Millennials and News Completion: Before Thursday's class, comment on a story on *Millennials and News* posted between Monday and Thursday.

15. Week of April 25

Continue Work on Final Group Project

Millennials and News Completion: Before Thursday's class, comment on a story on *Millennials and News* posted between Monday and Thursday.

16. Week of May 2

Final Group Presentations

Evaluations

Last Class Day: May 5