

FLEMING

Course Outline

Course Title:	Smash that Like Button: Social Media and Influence		
Course Number:	GNED168	Approval Date:	2025/6/4
Course Hours:	45 hours	Academic Year:	2025
Academic School:	School of General Arts & Sciences		
Program Co-ordinator or Equivalent:	Lisa Stefaniak - lisa.stefaniak@flemingcollege.ca		
Dean (or Chair):	Emily Root - Emily.Root@flemingcollege.ca		

Course Description

Democracy requires a population to think clearly and vote responsibly. Examining how social media's influence on individuals can affect bigger public issues (good or bad), will be a part of the course. A course about social media will explore the virtual character of social interactions and how these virtual connections may contribute to culture or inhibit it. One's own social media use and the impact it has (psychological, social, etc.) will be a part of the course. An understanding of the technology that connects us with social media will be a smaller part of the course. The social sciences (psychology and sociology) will play a bigger part.

Prerequisites: None.

Corequisites: None.

Course Delivery Type

Online Synchronous.

All course hours delivered are online synchronously with specified meeting times. Delivery times are specified on the academic timetable.

Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Demonstrate an understanding of the public influence social media has on political, social, and cultural contexts.
2. Assess the ways in which personal identity both shapes and is shaped by social media.
3. Critically assess corporate and economic factors as key drivers in the industry.

4. Analyze different global contexts and social media's applications.
5. Demonstrate an understanding of social media's personal impacts, including mental health and cognitive development.

Learning Resources

As an online course, students will be required to access D2L and the accompanying content, which may include audio, video, or text, as well as complete quizzes. If a student does not own a device that can do this, Fleming College computers can, when available in the Learning Commons. In addition, students will be required to submit completed assignments to the dropbox in Word or PDF format. Any word processor may be used, as long as it is converted to Word or PDF prior to submission. Students are not required to purchase a textbook; all learning resources will be provided.

Costs for learning resources can be found on the Campus Store website, using the links below, or by visiting the Campus Store location at your campus.

- Sutherland: <https://www.bkstr.com/sfleming-sutherlandstore/home>
- Frost: <https://www.bkstr.com/sfleming-froststore/home>

Assessment Summary

Assessment Task	Percentage
Quizzes	24%
Assignments	76%

Student Success: Policies and Procedures

Mutually, faculty and learners will support and adhere to college Academic Regulations, and Student Rights and Responsibilities. The following policies and guidelines have been developed to support the learning process.

Please click on the link for information about:

- [Academic Integrity \(2-201A\)](https://department.flemingcollege.ca/hr/attachment/7750/download)
(<https://department.flemingcollege.ca/hr/attachment/7750/download>)
- [Accessibility for Persons with Disabilities \(3-341\)](https://department.flemingcollege.ca/hr/attachment/5619/download)
(<https://department.flemingcollege.ca/hr/attachment/5619/download>)
- [Grading and Academic Standing \(2-201C\)](https://department.flemingcollege.ca/hr/attachment/7752/download)
(<https://department.flemingcollege.ca/hr/attachment/7752/download>)
- [Guidelines for Professional Practice: Students and Faculty](https://flemingcollege.ca/PDF/guidelines-for-professional-practice-students-faculty.pdf)
(<https://flemingcollege.ca/PDF/guidelines-for-professional-practice-students-faculty.pdf>)
- [Student Rights and Responsibilities \(5-506\)](https://department.flemingcollege.ca/hr/attachment/269/download)
(<https://department.flemingcollege.ca/hr/attachment/269/download>)

If you will need academic accommodations (for example if you have a learning disability, mental health condition such as anxiety or depression or if you had an IEP in high school), please contact the [Accessible Education Services \(AES\)](https://department.flemingcollege.ca/aes/) department (<https://department.flemingcollege.ca/aes/>) to meet with a counsellor.

Alternate accessible formats of learning resources and materials will be provided, on request.

Program Standards

The **Ministry of Colleges and Universities** oversees the development and the review of standards for programs of instruction. The **Ministry of Labour Training and Skills Development** oversees the development and the review of standards for programs of instruction for Apprenticeship training in the province of Ontario. Each college is required to ensure that its programs and program delivery are consistent with these standards, and must assist students to achieve these essential outcomes.

This course contributes to Program Standards as defined by the [Ministry of Colleges and Universities](#) (MCU). Program standards apply to all similar programs of instruction offered by colleges across the province. Each program standard for a postsecondary program includes the following elements:

- **Vocational standards** (the vocationally specific learning outcomes which apply to the program of instruction in question);
- **Essential employability skills** (the essential employability skills learning outcomes which apply to all programs of instruction); and
- **General education requirement** (the requirement for general education in postsecondary programs of instruction that contribute to the development of citizens who are conscious of the diversity, complexity and richness of the human experience; and, the society in which they live and work).

Collectively, these elements outline the essential skills and knowledge that a student must reliably demonstrate in order to graduate from the program. For further information on the standards for your program, follow the MCU link (www.tcu.gov.on.ca/pepg/audiences/colleges/progstan/).

Detail Plan

Term:	2025 Fall
Program Co-ordinator or Equivalent:	Lisa Stefaniak - lisa.stefaniak@flemingcollege.ca
Dean (or Chair):	Emily Root - Emily.Root@flemingcollege.ca

Learning Plan

Wks/Hrs Units	Topics, Resources, Learning, Activities	Learning Outcomes	Assessment
1	Course Instructions & Navigation Instructions Brief History of Social Media	2	
2	Unit 1: Identity, Influence & Distortion Online Module 1 of 3: Personal Use	1, 2, 5	Quiz 2% Unit 1 Assignment: Part 1 due Sunday by Midnight in Dropbox 5%
3	Unit 1: Identity, Influence & Distortion Online Module 2 of 3: Influence	1, 2, 5	Quiz 2% Reflection due Sunday by Midnight in Dropbox
4	Unit 1: Identity, Influence & Distortion Online Module 3 of 3: Self-Presentation & Distorted Reality	1, 2, 5	Quiz 2% Unit 1 Assignment: Part 2 due Sunday by Midnight in Dropbox 10%
5	Unit 2: Surveillance, Prediction & Profit Online Module 1 of 3: Surveillance Capitalism Part 1	2, 3, 4	Quiz 2% Unit 2 Assignment: Part 1 due Sunday by Midnight in Dropbox 10%
6	Unit 2: Surveillance, Prediction & Profit Online Module 2 of 3: Prediction and Profit	2, 3, 4	Quiz 2% Reflection due Sunday by Midnight in Dropbox
7	Unit 2: Surveillance, Prediction & Profit Online Module 3 of 3: Surveillance Capitalism Part 2	2, 3, 4	Quiz 2% Unit 2 Assignment: Part 2 due Thursday by Midnight in Dropbox 5%
8	Independent Study Week		
9	Unit 3: Addiction, Mental Health & Toxic Networks Online Module 1 of 3: Addictive Design	1, 2, 5	Quiz 2% Unit 3 Assignment: Part 1 due Sunday by Midnight in Dropbox 5%
10	Unit 3: Addiction, Mental Health & Toxic Networks Online Module 2 of 3: Mental Health	1, 2, 5	Quiz 2% Reflection due Sunday by Midnight in Dropbox
11	Unit 3: Addiction, Mental Health & Toxic Networks Online Module 3 of 3: Toxic Networks	1, 2, 5	Quiz 2% Unit 3 Assignment: Part 2 due Sunday by Midnight in Dropbox 10%
12	Unit 4: Power & Politics Online Module 1 of 3: Polarization, Democracy & Misinformation	1, 2, 3, 4	Quiz 2%
13	Unit 4: Power & Politics Online Module 2 of 3: Polarization, Democracy & Misinformation	1, 2, 3, 4	Quiz 2% Reflection due Sunday by Midnight in Dropbox
14	Unit 4: Power & Politics Online Module 3 of 3: Polarization, Democracy & Misinformation	1, 2, 3, 4	Quiz 2% Final Assignment due Sunday by Midnight in the Dropbox 26%
15	Course Conclusion: Looking Ahead / Artificial Intelligence	1, 2, 4	The Final Five! 5%

Assessment Requirements

Assessment Task	Date/Weeks	Course Learning Outcome	Percentage
Every week except 1, 8, and 15 (12 x 2%)	Quizzes	1, 2, 3, 4, 5	24%
Part 1 is due in first week of unit; Part 2 is due in third week of unit.	Unit 1 Activity	1, 2, 5	15%
Part 1 is due in first week of unit; Part 2 is due in third week of unit.	Unit 2 Activity	2, 3, 4	15%
Part 1 is due in first week of unit; Part 2 is due in third week of unit.	Unit 3 Activity	1, 2, 5	15%
All parts of assignment due in week 14.	The Final Assignment	1, 2, 3, 4, 5	26%
Due in week 15	The Final Five!	2	5%
Associated with second week of every unit; required to complete Final Assignment	Reflections	1, 2, 3, 4, 5	N/A

Artificial Intelligence (AI) Statement

NO USE. Use of generative AI tools (like ChatGPT) is not permitted in this course.

It is the responsibility of students to maintain a history of records and supporting documentation to demonstrate their efforts in all academic submissions, even if submission of these is not part of the final academic deliverable.

Turnitin Statement

Students agree that by taking this course all required papers may be subject to submission for textual similarity review to Turnitin.com in support of academic integrity. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com site.

If students choose to opt out of using the software, they must inform their faculty member at the time of the assignment, of their refusal and meet with the faculty to discuss their options. For further information on the use of Turnitin, please refer to the [Operating Procedure 2-201F](https://department.flemingcollege.ca/hr/attachment/10233/download) (<https://department.flemingcollege.ca/hr/attachment/10233/download>)

Exemption Contact

Information about the Transfer Credit process can be accessed through your myCampus Portal under the Registrar's Office and Resources Tabs or by contacting the Transfer Credit Coordinator

(transfercredit@flemingcollege.ca) in the Registrar's Office.

Prior Learning and Assessment and Recognition (PLAR)

PLAR uses tools to help learners reflect on, identify, articulate, and demonstrate past learning which has been acquired through study, work and other life experiences and which is not recognized through formal transfer of credit mechanisms. PLAR options include authentic assessment activities designed by faculty that may include challenge exams, portfolio presentations, interviews, and written assignments. Learners may also be encouraged and supported to design an individual documentation package that would meet the learning requirements of the course. Any student who wishes to have any prior learning acquired through life and work experience assessed, so as to translate it into a college credit, may initiate the process by applying through the Registrar's office. For more information please click on the following link: <http://flemingcollege.ca/admissions/prior-learning-assessment-and-recognition>

Course Specific Policies and Procedures

It is the responsibility of the student to retain this course outline for future reference. Course outlines may be required to support applications for advanced standing and credit transfer to other educational institutions, portfolio development, PLAR and accreditation with professional associations.

Synchronous sessions may be recorded. As a result, your image, voice, name, personal views and opinions, and course work may be collected under legal authority of section 2 of the Ontario Colleges of Applied Arts and Technology Act, 2002. This information will be used for the purpose of supporting student learning. Any questions about this collection can be directed to the Privacy and Policy Officer at freedomofinformation@flemingcollege.ca or by mail to 599 Brealey Drive, Peterborough, ON K9J 7B1.

LATE POLICY

You must submit/present all written/oral assignments on their assigned dates unless you make specific arrangements in writing/voice mail/E-mail with your professor at least 24 hours prior to the due date in question. In the case of any emergency, make arrangements (in writing, if necessary) immediately upon your return. Your professor will make special arrangements for valid reasons only. In the case of illness, you may be required to provide a medical note. Other extenuating circumstances will be discussed on an individual basis. A penalty of 10% per day will be applied to an assignment not submitted by the original or extended due date. An assignment more than three days late will receive a grade of zero ("0"). Weekends are counted as two days. No assignment will be accepted after the last day of classes without prior arrangement with your professor.

No assignment will be accepted by email without prior arrangement with your professor. There are no extra credit assignments or assignments in addition to those listed on this outline.

ACADEMIC INTEGRITY

Academic Integrity refers to honoring an ethical and moral code regarding the honest creation of an individual's own work and the acknowledgement of contributions from others to that work.

Academic Integrity Violations and Sanctions

Academic integrity breaches are assessed according to the severity and number of offences. A breach will be assessed based on a system that includes four (4) types of violations and corresponding sanctions as depicted below.

1. TYPE I violations may be deemed to be minor in nature and to have affected a small portion of the work in question

Mandatory sanction: Mandatory completion of an Academic Integrity module.

Optional sanctions: 1. Resubmission of the original assessment piece 2. Submission of a new assessment piece 3. Portion of assessment piece receives a grade of "0" resulting in a reduced overall grade.

2. TYPE II violations are of a more serious or extensive nature than the ones described in Type I or are those which affect a more significant aspect or portion of the work.

Mandatory sanction: A grade of "0" on the assignment and completion of an Academic Integrity Education module.

3. TYPE III violations affect a substantial portion of work done to meet course requirements and/or involve premeditation, or a student has repeated Type I or II violations. Students will not receive refunds for disciplinary actions.

Mandatory sanction: Grade of "0" for the course and completion of an Academic Integrity Education module.

4. TYPE IV violations are reserved for the most serious breaches of academic integrity and/or incidents preceded by repeated violations at all previous levels. Students will not receive refunds for disciplinary actions.

Mandatory sanction: Suspension from the College for a minimum of one semester.

Please refer to the following documents for additional information: 1. College Policy #2-201A Academic Integrity and 2. Administrative Operating Procedure #OP 2-201A Academic Integrity.

PLAGIARISM

In essence, plagiarism is the submission for credit of work taken without due documentation from an existing source. One form of plagiarism involves direct incorporation, without proper credit, of phrases, passages of text, images, or data of any kind from an existing source. A second form involves using data or information without proper credit (even though the incorporated information is paraphrased or otherwise not in direct form). The following are all types of plagiarism:

Copying text word-for-word from the Internet without giving proper credit.

Incorporating text from the Internet, but inadequately paraphrasing or summarizing (for example, just changing a few words). Note that this is plagiarism whether or not it is properly cited. A paraphrase, in particular, must be unrecognizably related to the original source text.

Submitting an assignment and claiming it as your own when it was actually written by someone else or copied from someone else.

Slightly different, but still restricted in this course, is any and all use of Artificial Intelligence to complete one's assignment.

See the Fleming College Library website for information on documentation:

<http://flemingcollege.ca/libguides.com/apastyle>.