



Instructionally Related Activities Funds Request Spring 2015

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IRA Funds Request for Logging-on to Internet-based Social Networks Offline

Instructionally Related Activities Funds Request Summary

Project Sponsor	Brian Thoms
Activity Title	Logging-on to Internet-based Social Networks Offline
Activity/Event Date	Fall 2015
Date Funding Needed By	August 1, 2015
Previously Funded?	No
Semester/Year	—
Proposal #	—
Report submitted for previously Funded Activity?	—
Report submitted for previously Funded Activity	—
Additional Report #1	—
Additional Report #2	—
Additional Report #3	—
Additional Proposers	—
Academic Program(s) / Center Name(s)	Computer Science Department
Estimated total Course Fee revenue	4,960
Amount Requested from IRA	10,960
Estimated Number of Students Participating	26
Conditions and Considerations	Field Trip
Brief Activity Description	<p>In 2013, the late Dr. Daniel Lee and Dr. AJ Bieszczad created the interdisciplinary course, Internet-based Social Networks, which is cross-listed as COMP 342, COMM 342 and SOC 342. While the course has never been offered, I have been given the wonderful pleasure of being its first instructor in Spring 2015.</p> <p>The overarching goal of the course is to explore the ongoing evolution of Internet based social networks from an interdisciplinary approach. This spring I will incorporate research from sociology, computer science, media studies, psychology, philosophy, education and information systems to understand</p>

	<p>how online social networks are changing online communication and reshaping identity. I have substantial expertise in the area of online social network technologies, specifically within the realm of the scholarship of teaching and learning. Consequently, I bring a wealth of knowledge into the classroom. With the help of IRA funds, I can extend this knowledge outside the classroom and provide students with a first-hand account of the dynamic and interdisciplinary workplace environments that exist at social networking companies.</p> <p>It is not hard to imagine that Internet-based social networking companies are more than a team of software engineers building computer code. Instead, Internet-based social networking companies are comprised of diverse project teams. A quick search of job openings with Facebook yields job titles such as community support analyst, brand strategist, quality support specialist and art director, to name a few. In other words, it takes all kinds of majors from diverse backgrounds to run the world's largest online social networking site.</p> <p>Channel Islands resides only short distance from the tech-capital of the world and is in relative proximity to Silicon Valley. And we should leverage this fact.</p> <p>One of the companies nestled in this small enclave four hours north of Channel Islands is Facebook. Facebook is the largest online social networking company in the world with over 1 billion users, Channel Islands students included. Bringing students to this widely popular company would be an invaluable learning experience, where students can witness first hand the many different personalities and backgrounds that facilitate Facebook's global operations. This experience will also provide students with a different perspective on Internet giant, and one where they can see the physical work that goes into building such a virtual artifact.</p> <p>Additionally, while in Silicon Valley, students will also have the opportunity to visit The Museum of Innovation, named "The Tech". The Tech consists of four major galleries centered on Communication, Exploration, Innovation and Life Technology. At The Tech, students will gain a hands-on experience with popular and emerging technologies and discover more about web-based technologies that are shaping our future.</p>
Learning Outcomes and Relation to IRA to Course Offerings	This IRA proposal is directly tied to COMP 342, which is an interdisciplinary course, cross-listed with COM 342 and SOC 342. All activities discussed in the activity description and activity assessment reflect activities that will extend classroom-based activities proposed in the course learning objectives of the course.
Description of Assessment Process	<p>In COMP 342 and specifically regarding their experience to the proposed trip, students will be required to:</p> <ol style="list-style-type: none"> 1) Write a blog summary of their experience visiting the Facebook campus 2) Comment on other blog summaries posted by their classmates 3) Participate in the online discussion board related to their proposed activity 4) Participate in a Scavenger Hunt of information while visiting the Facebook campus 5) Use social learning media (photo/video) to share their experiences with the class <p>Each of the above activities have worked quite well in courses where I have introduced social media. I believe they will also work particularly well in a course on social media.</p>
Activity Budget	travelbudget042814.xlsx
CIA Budget	—
CIA Proposal	—
Course Syllabus	—
CIA Certification	—
Other Sources of Funding	Currently there are no additional sources of support for this activity.
Target Audience/Student Marketing	Participation will be for those students enrolled in COMP 342, COM 342 and SOC 342. The Computer Science Department is currently working with Communications and Sociology to advertise this course. Should we acquire IRA funding, we will also be able to advertise the trip in the course description.
Bring Benefit to Campus	If the proposed trip is approved, I plan to hold a campus-wide presentation, inviting students to present their learning experiences to the CI community. I will also present my experience.
Sustainability	—
Program Chair/Director	michael.soltys
Academic Affairs AVP	karen.carey
Acknowledgement	I acknowledge that I have reviewed and accepted the Conditions and Considerations herein. Please check off boxes as appropriate.

Program Chair/Director Approval

Approval	I approve the IRA Funds Request described on this page
Name	Michael Soltys
Date/Time	10/2/2014 8:59:13 AM
Validation	myCI-signin-LS-2246

Academic Affairs AVP Approval

Approval	I approve the IRA Funds Request described on this page
Name	Karen Carey
Date/Time	10/2/2014 9:00:12 AM
Validation	myCI-signin-2P-2757

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CSU Channel Islands - One University Drive - Camarillo CA 93012 USA - Phone: (805) 437-8400
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