通訊傳播與科技使用

Telecommunications and Technology Use

Syllabus (draft for discussions)

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授課時間 Time: Wednesday 2:10-5:00
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課程說明

此門課為通訊傳播與科技使用，從日常生活中相關的通訊傳播/電信相關科技如手機、電腦、網路、社群媒體等的選擇與使用，到新興通訊傳播科技的發展探討，修課同學們將練習思考與觀察通訊傳播科技的發展，特別是使用者、閱聽人如何選擇並且決定採用通訊傳播科技，使用者如何改變通訊傳播科技的發展。同時，同學們並將學習分析通訊傳播科技對個人與社會帶來的影響。而影響這些通訊傳播科技的使用、發展與影響的關鍵角色，除了使用者之外，也包括業者與政府機構。因此，我們亦將探討政府機構的管制與科技發展的關係。

同學們將從課堂中學習到基本的科技選擇理論、通訊傳播科技使用相關之理論與議題探討、通訊傳播科技政策與科技發展之關係，培養通訊傳播科技與相關產業市場分析之能力。同時，透過大量中英文個案分析，除了培養對國內外通訊傳播科技發展相關之時事的敏銳度、市場與個案分析能力外，亦可從中培養國際觀、跨國資訊搜尋分析整理的自信與能力。

此門課以數位匯流時代的通訊傳播科技為主軸，希望可以加深同學們對於通訊傳播科技的認識，透過了解、分析通訊傳播科技的選擇與使用，除了將相關理論應用至市場消費者行為分析外，亦可進一步協助政府與相關機構制定縮減數位落差、促進數位包容的政策與科技相關之管制建議。而這些科技選擇與使用的理論與分析，更可應用在各式交通運輸、電信通信等科技的分析上，這些能力將幫助學生日後求職----不論將來從事通訊傳播產業、廣告行銷、科技公司或政府相關工作，都將有所助益。

Background and objectives

Telecommunication industries contribute vitally important services for all other sectors of the economy. Telecommunication industries are among the most dynamic high-tech sectors of the economy in many countries. Given their importance, many aspects of telecom industries are

subject to public policies intended to help realize their benefits to the economy and society. Technology, business strategy, and public policy are therefore closely intertwined; one cannot fully understand one without the other. In this course, we will focus on the selection and use of telecommunication technologies, including voice and data services, Internet access, entertainment, and apps. Students will learn the theories and concepts about telecommunications and technology selection and use through case studies and course discussions.

At the end of the semester, students should:

1. Have a comprehensive knowledge about the features of telecommunication industries.
2. Understand the basic theories and knowledge on technology selection, use and adoption.
3. Have a clear picture of the interaction of technology, economics/business strategy, and public policy.
4. Be familiar with the basic and important theories of telecom technology use and policies

Requirements and grading

Mastering the issues covered in this course will require your active participation. Therefore, students are encouraged to familiarize themselves with the required readings before class. This will help students to participate more actively in class, hopefully enhance their understanding, and help them in getting a better grade.

More specifically, in order to succeed in the course, students will have to do the following:

- Participation is an important part of the learning process in any setting. The course will rely heavily on your unique perspective and contributions to the discussion, specifically during the portion of the class in which we discuss the weekly case study. However, one cannot simply show up to class for the case study and discuss the topic. The lectures are designed to give you the background and circumstantial evidence that applies to these real life cases. By attending the lecture and the case study sessions, you will hopefully gain valuable insight into the complex ways in which the media and policy play a role in business and personal lives.
- If you need to take a leave, please make sure to email Sandy in advance. Please note that your participation grades will be affected if you miss classes.

Based on your performance in these three areas, your grade will be determined based on the following weights:

Component	Points	Percent of grade
Participation	30	30%
Exercises & Quizzes	20 (15% Reflection Journals)	20%
ICT Use Diary (Individual)	15	15%
Public Space Observation (Individual)	15	15%
Final Project & Presentations (Group)	20	20%

Reading Materials:

- Reading materials will be either distributed online or in class.

Assignments

1. **Reflection Journals or other exercises, quizzes (20%):**
   For these three reflection journals, you will have to write down 1) what you have learned so far; 2) reflections on the required readings/guest lectures, or other required exercise; 3) any questions or suggestions you have for this course.

   *Length: 1 page

2. **ICT Use Diary (15%):**
   For this assignment, you will reflect on and analyze your own use of ICTs. You will need to complete the following steps:

   Diaries: You will need keep track of every use you make of computers, cell phones, tablets, or other information technology devices for **24 hours (for 2 days)**. You will probably want to keep a small notebook with you at all times so that you can jot this information down on the fly. You will then type up the information in the chart form given out in class.

   Analysis: Please write a 1-2 page long report to summarize and analyze your diaries. For example, how often do you use ICTs? What do you do with the technology? How do you feel about the findings of your analysis? How do ICTs affect your daily life? Please also apply at least one technology selection or adoption theory to explain your ICT use.

3. **Public Space Observation (15%)**
   Your assignment is to conduct observations of how new ICT technologies (mobile phones, WiFi, Computers, tablets, etc.) influence social interactions in public/semi-public spaces (if they do at all!).

   You should spend **a total of 2 hours (two 1 hour observation periods over two days)** at your preferred location. You should observe individuals in your space unobtrusively. You may take photographs where permitted. You must take extensive notes documenting your observations. You should be close enough to people in your space to include both direct and indirect quotes in your notes. However, do not get so close, or stare at anyone for such a prolonged period, that you make them feel uncomfortable. You should have at least 1 page of notes (single- spaced) for every hour of observation. Total: 2 pages

   As part of your observation notes, be sure to include the following:
   1.   Detailed notes describing the setting, time of day, day of the week, and the type of people who are present (number of people, age, gender, clothing, props (i.e. magazines, newspapers, computers, phones, etc.).

   2.   Extensive notes describing social interactions that take place within your space

   3.   Observations of how people not using new media devices interact with people using new media devices.

   4.   Observations of how people not using new media devices interact with each other.

   5.   Observations of how people using new media devices interact with each other.

   Please write a paper (at least 500 words, 2 pages) discussing your findings. You are free to explore any theme(s) based on the course material related to the question: "How do ICTs change social interaction in public spaces? What kinds of ICTs do most people use?" Discuss your observations in relation to the course readings.

4. **Final Project & Presentation (20%)**
   You will work with a small group of students (each group can have at most 4 students). Please use your imagination, your own ICT experiences, and what we have learned this semester to propose a "new technology" or "new feature" of an ICT that will improve people's quality of lives.

   For the final project, you will need to start with a specific ICT and analyze its features and current status of adoption. In addition to providing analyses for this ICT, please also come with some concrete design that can improve this ICT (or even a totally new ICT)! (20%)

Schedule (Tentative)

Week	Date	Subject	Topic	
1	9/6		Welcome & Introduction	
2	9/13	**I. ICT Features & Industries**	Overview The Features and impacts of telecommunication technologies	*繳交自我介紹
3	9/20	**II. ICT Use**	Telecom and ICT Industries: The interplay of technology, markets, and policy	
4	9/27		The Use & Impacts of Telecommunication Technologies I: Internet	*繳交 reflection #1 & 分組名單
5	10/4		The Use & Impacts of Telecommunication Technologies II: Mobile Phones	
6	10/11		**Presentations: ICT Use Diaries**	*繳交 ICT use diaries
7	10/18		The Use & Impacts of Telecommunication Technologies III: Other Applications	
8	10/25		The Use & Impacts of Telecommunication Technologies IV: Emerging Technologies	*繳交 reflection #2
9	11/1	**III. ICT Adoption**	Technology Selection & Adoption I	
10	11/8		Technology Selection & Adoption II **Presentations: Group Project Proposals**	*繳交 group proposal
11	11/15		Individual Meetings	
12	11/22		**Presentations: Public Space Observation** Theories of Technology Adoption I	* 繳交 Public Space

				Observations
13	**11/29**		Theories of Technology Adoption II	
14	**12/6**		Theories of Technology Adoption III	
15	**12/13**	**V. ICT Policies**	Technology, Citizens, and policies: I	*** 繳交 reflection #3**
16	**12/20**		Technology, Citizens, and policies: II	
17	**12/27**		Final Project Discussions & Revision	
18	**1/3**		Final Project Discussions & Revision	***繳交 final report**