

Mobile Media (RTVF 4450 & RTVF 5660) Syllabus

Instructor: Dr. Xiaoqun Zhang

Office Hours: Monday & Wednesday 9:00am-12:00 pm
(via Zoom, prior appointment needed)

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Class Times: asynchronous/flexible

Office: RTFP 233

Class Location: Canvas (Virtual/remote teaching)

Introduction

Mobile Media have been diffused rapidly in recent years and affected our lives profoundly in various aspects. At the same time, industries related to mobile media have expanded with an increasing rate. This course intends to provide you the relevant theories and updated information about mobile media. We will discuss the four topics under the umbrella of mobile media: mobile media diffusion, mobile market research, and mobile web and app development.

Course Objectives

- Discuss the basic concepts and theories related to mobile media diffusion, mobile media economy, and mobile media marketing.
- Analyze the development of mobile media in the U.S. as well as in other countries.
- Apply the relevant theories to analyze the phenomena and trends in mobile media economy.
- Apply mobile marketing principles to design a mobile marketing campaign plan.
- Build the skills of mobile web design and mobile app design.

Textbook and teaching materials:

- Rogers, E.M. (2003). *Diffusion of Innovations* (5th edition). New York: Free Press
- Poynter, R., Williams, N, & York, S. (2014). *The handbook of mobile market research*. Hoboken, NJ, Wiley
- Huddleston, R. (2017). *Beginning Adobe experience design: Quickly design and prototype websites and mobile apps*. Rocklin, CA: Apress.
- Other reading materials will be posted on the Canvas.

Course requirements

- You are encouraged to participate in the class activities. There are various kinds of participations including asking questions, responding to questions asked by instructors as well as class members, and making comments.
- All the writing assignments are required to be turned in on time. These assignments should be typed and **double-spaced in 12 points standard font**. Accurate **APA documentary style** is required.

Class Rules and Guidelines

- Regular on-time attendance is required. **Late for the class and early leaving will render the deduction of attendance points.** Please contact me by email if you have reasonable reasons, such as illness, prior to the class. Otherwise, your absence will be taken as the unexcused one. Your unexcused absence will render the deduction of points. **Students with more than THREE unexcused absences will NOT get “A” for this course.** Please notify me before the second week of the class if you will not attend the classes due to the religious holidays/holy days.
- You are expected to respect your peers and the instructor. Mutual respect should be practiced.
- **Late work can only get half of the corresponding points.** I know people give many reasons for late work (e.g., system crash, illness, etc.). You need to plan and schedule to complete work early.

Academic integrity and special needs

- University of North Texas is a community that considers academic integrity essential to its sustenance. It is important to acknowledge and comply with the university academic integrity policy. Any violation of this policy will be punished. The punishment will be a failure for the course, or expulsion from the university. More information about the academic integrity can be obtained from <http://policy.unt.edu/policydesc/student-standards-academic-integrity-18-1-16>.
- The University of North Texas is on record as being committed to both the spirit and letter of federal equal opportunity legislation; reference Public Law 92-112 – The Rehabilitation Act of 1973 as amended. With the passage of new federal legislation entitled Americans with Disabilities Act (ADA), pursuant to section 504 of the Rehabilitation Act, there is renewed focus on providing this population with the same opportunities enjoyed by all citizens. Students with disabilities should contact the Office of Disability Accommodation (ODA) at 1167 Union Circle Sage Hall Suite 167 (phone: 940-565-4323) to verify your eligibilities. Information regarding specific diagnostic criteria and policies for obtaining academic accommodations are at <http://www.unt.edu/oda/apply/index.html>. Please meet me early in the semester if you have special needs to be accommodated.

Assignment descriptions

- **Online Discussion.** You are required to answer the prompts posed on Canvas. You should post an original response (no less than 200 words) to the question, and comment on the posts (no less than 50 words) of at least **THREE** classmates. 20 points are for the original response to the question, and 15 points are for the comments on other students' responses. The short essay will be graded on the quality of writing and arguments, the ability of applying concepts/theories, and the strength of the evidence. The comments on other's responses will be graded on the number of the comments, the quality, and timeliness of the comments.

- **Mobile Media Diffusion Case Study.** You will conduct a case study on the mobile media diffusion of a country. You can do an independent study or collaborate with another class member. Your case study should apply the theories of diffusion of innovations and may discuss/address at least three of the following questions:
 1. What are the penetration levels of mobile media (mobile phone/smartphone, tablet) of this country?
 2. What are the different diffusion patterns between mobile media and other media platforms such as Internet and TV?
 3. What are the characters of the social structure of this country, and how this social structure influences its mobile media diffusion?
 4. What are the major mobile media companies (including device manufactures, wireless service providers, app developers, etc.)? How does mobile media industry contribute to the national economy of this country?
 5. What are the regulations the government of this country has on mobile media industry?

At least **FIVE** sources (including scholarly sources and other sources) are needed and in-text citations of all sources are required with APA documentary style. This report should be approximate **FIVE** pages (double spaces) for an independent study, or **EIGHT** pages (double spaces) for a collaborative study, **EXCLUDING** references.

You will record a video for the presentation of this case study, which should be posted on Youtube or another video platform. The presentation should be 8-10 minutes long.

- **Mobile Survey Project.** You are required to develop a mobile survey project and write a report. You should explain the purpose of this mobile survey project, and what kinds of information you want to obtain from mobile survey (at least **ONE** paragraph). You are required to design a questionnaire for a survey using multiple types of questions. These questions are used to obtain the information needed for the project. The questionnaire should consist of at least **TEN** questions. This questionnaire should be included in the report. You need to recruit at least **FIVE** respondents to collect survey data via email, SMS or social media, and write a **ONE**-page (minimum, not including the questionnaire) paper to report your findings. This assignment should be an independent study.
- **Mobile App Design.** You are required to use Adobe DC to design and prototype a mobile app. This app could be used for your mobile marketing campaign plan. You may also use it for other purposes. The detailed information about this assignment will be provided separately.
- **Mobile Website Development.** You are required to use Wordpress to develop a mobile website. This website could be used for your mobile marketing campaign plan. You may also use it for other purposes, such as your personal website. The detailed information about this assignment will be provided separately
- **Peer review.** The students will be divided into multiple groups to conduct peer review for mobile media diffusion case study, mobile website development and mobile app design. The members in the group will watch these videos and review these presentations of other people

in the same group. The instructor will provide evaluation form as well as the group members on the Canvas.

Evaluation

Assessment weighting

Online Discussion	45× 6=270
Mobile Media Diffusion Case Study	Writing:150, presentation: 50
Peer Review for Mobile Media Diffusion Case Study	30
Mobile Survey Questionnaire	50
Mobile Survey Report	100
Mobile App Design	150
Peer Review for Mobile App Design	25
Mobile Website Development	150
Peer Review for Mobile Website Design	25
Total	1000

Final grading scale: A=900-1000; B=800-899; C=700-799; D=600-699; F=below 600

Addendum

Graduate students are required to conduct an additional research project on the topic of the updated mobile technology—5G, which is under the rapid development and will be widely diffused across the world.

You need to search the relevant materials either from academic or nonacademic sources with the help of the instructor if necessary. Then, you should identify a topic or an issue related to 5G, which may be one or more of the follows:

1. How 5G is different from the previous mobile technologies, and what are the critical technologies in this new generation of mobile communication?
2. How would 5G transform the mobile media industry landscape?
3. Who are the critical developers/manufactures of 5G, and what would be their markets?
4. What impacts of 5G on the global economy and US economy?
5. What policies and regulations the US government (or other government) make for 5G?

At least **TEN** sources (five of them should be scholarly sources) are needed and in-text citations of all sources are required with APA documentary style. This report should be approximate **FIVE** pages (double spaces) **EXCLUDING** references.

Scholarly sources include journal articles, books/book chapters, research reports of scholars or research organizations, databases/statistics used for research, etc. Non-scholarly sources might be any other sources including newspapers, websites, blogs, social media posts, etc.

This paper counts for 100 points. The total score for graduate students is 1100. The final grading scale is: A=990-1100; B=880-989; C=770-879; D=660-769; F=below 660

Recommended readings:

Andrews, et al. (2014). What will 5G be? *IEEE Journal on Selected Areas in Communications*, 32(6), 1065-1081.

Palattella, et al. (2016). Internet of things in the 5G era: Enablers, architecture, and business models. *IEEE Journal on Selected Areas in Communications*, 34(3), 510-527.

Yu, Lee, & Jeon. (2017). What is 5G? Emerging 5G mobile services and network requirements. *Sustainability*, 9, 1-22.

Frias & Martinez. (2018). 5G networks: Will technology and policy collide? *Telecommunications Policy*, 42, 612-621.

Lemstra. (2018). Leadership with 5G in Europe: Two contrasting images of the future, with policy and regulatory implications. *Telecommunications Policy*, 42, 587-611.