Program Handbook

Master of Arts in
Social Technologies
2017 – 2018
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Program Welcome

Welcome to the Master’s of Social Technology (MAST) in the New College of Interdisciplinary Arts and Sciences at Arizona State University. The faculty created this program because we wanted to help prepare a new kind of scholar and practitioner. When you meet those engaging social media and social technologies—both as researchers and as practitioners—you often find that they come to the task with the preconceptions of the field in which they have trained and worked. Marketers see it as a new vehicle for marketing, educators as a form of educational technology, computer scientists as a systems issue, and librarians as an information design challenge.

None of these approaches is wrong, but often they view social tech—from Facebook to Google Home, to sociable robots, to cultural archives—as a revolution to the practice of their own field. While a graduate degree in social technologies is both new and unusual, the roots of social technologies run deep into the origins of humanity, and graduates will be able to speak to the ways in which social tech and social change are related across fields.

This is not a vocational program, and while you will be expected to perform tasks that map neatly to a number of occupations—especially that of online community manager and social media manager—the intent is to produce graduates who are not just aware of the latest tools and ways of thinking about social technologies, but are grounded in a strong sense of how society relates to technology and how changes in social technologies are profoundly related to changes in social structure.

This is an interdisciplinary program, meaning that in your classes and your own research you will pursue these questions regardless of disciplinary boundary. Together we will study the applied and theoretical aspects of social technologies, drawing on social, behavioral, critical, cultural, and design perspectives. This also means that you should be ready to carve your own path. Early on in the program you should be thinking about the kinds of knowledge and abilities you need in order to accomplish your goals in the program. I and the other faculty of the program are ready to help you figure that out.

In this program you will be working closely with top scholars in the field. Take advantage of this opportunity to not only learn from them in classes but to meet with them during office hours. Take the time to get to know all the members of the MAST community—faculty, staff, and students—because we can all contribute to your education and success.

This Handbook has been prepared to assist you in navigating the challenging realm of graduate studies. It is meant to be a handy basic guide for procedures. If you have questions about anything, please contact me, your faculty advisor, or the graduate staff in New College and at ASU Graduate College.

Welcome aboard!

Alexander Halavais, Ph.D.

Graduate Director, Master of Arts in Social Technologies
Program Description

The MA degree in social technologies offered by the New College is a groundbreaking program that explores how new technologies affect social and organizational change, as well as how to apply that understanding in a variety of professional contexts.

The master's is an interdisciplinary degree anchored in social, behavioral, cultural and design approaches to the increasing prominence of social technology in nearly every facet of contemporary life. Course work delves into social theory and research methods applied to the social uses of interactive environments, networked technologies and mobile computing.

The flexible curriculum consists of two core courses, a graduate-level research methods course, and a series of elective courses, culminating in a six-credit-hour capstone project.

Graduates are prepared for doctoral work in social technologies or careers in social media, community management and digital media. Graduates are also skilled in distance collaboration and professions that use social technologies to interact with clients, interest groups and the public.
Program Learning Outcomes

1. Students will be able to articulate the relationship of social change to technology.

2. Students will demonstrate the ways in which collaboration and community can be encouraged by certain kinds of sociable technologies, and how such systems fail.

3. Students will make nuanced ethical professional choices based on solid grounding in the history and ethical problems of technology implementation and use.

4. Students will demonstrate the ability to compare and choose an appropriate research modality and framework, including not just traditional social science research methodologies, but design research, usability studies, action research, and so on.

5. Students will demonstrate knowledge of critical/cultural approaches to social technologies.

6. Students will demonstrate knowledge of social network theory.
Curriculum and Graduation Requirements

Required Core Courses (6 credit hours)

- STC 505: Theories of Social Technology (3)
- STC 510: Applied Social Technology (3)

Elective Courses (21 credit hours)

- CMN 557 Communication and Technology (3)
- CMN 570 Communication and Advocacy in Social Context (3)
- COM 459 Social Media Networks (3)
- MAS 513 Sociology of Everyday Life (3)
- SOC 419 Organizations and Technological Change (3)
- STC 520 Advocacy and Social Technology (3)
- STC 525 Politics and Social Technology (3)
- STC 530 Technology and Collaboration (3)
- STC 535 Networked Social Technologies (3)
- STC 537 Community Informatics (3)
- STC 540 Critical/Cultural Approaches to Social Technology (3)
- STC 545 Games as Social Technology (3)
- STC 547 Political Economy of Social Technology (3)
- Independent studies in consultation with program faculty.
- And other courses from across ASU, with the approval of the graduate director.

Culminating Experience (6 credit hours)

- STC 593: Applied Project (6)

Additional Curriculum Information

Students are required to take 21 credit hours from the electives list. At least one research methods course from CMN 505, CMN 506, JHR 500 or MAS 501 for three credit hours is required. Other coursework may be substituted with program director approval.
Program Course Descriptions

Course descriptions for non-STC elective courses listed above can be found online at http://asu.edu/catalog.

- **STC 505: Theories of Social Technology (3)**. Examines key theories of social technologies from social and behavioral perspectives. Examines the political dimensions of technologies; technology's role in constructing social structures; and how mobile technologies encourage, structure and delimit social interaction.

- **STC 510: Applied Social Technology (3)**. Provides participants with a foundation for understanding how technological systems, large and small, relate to organizational and social change. Case-based approach focuses on how to assess and recommend changes to a variety of types of organizations and communities.

- **STC 520: Advocacy and Social Technology (3)**. Examines the potential for social technology in advocating for social change.

- **STC 525: Politics and Social Technology (3)**. Concerns the political implications of social technology.

- **STC 530: Technology and Collaboration (3)**. Examines the analysis, design, implementation and implications of systems intended to support collaboration.

- **STC 535: Networked Social Technologies (3)**. Surveys human and social behaviors from the perspective of networks, with an emphasis on social technology.

- **STC 537: Community Informatics (3)**. Examines the ways in which communities form, manage themselves, and improve through the use of networked technologies.

- **STC 540: Critical/Cultural Approaches to Social Technology (3)**. Examines critical and cultural studies approaches to social technologies. Explains a critical/cultural studies approach to social issues and the cultural and social dimensions of technologies. Explores how social technologies both shape and are shaped by power and how cultural understandings of technology contribute to the shaping of everyday life.

- **STC 545: Games as Social Technology (3)**. Explores how games as networked and collaborative technologies facilitate community formation, interaction and development.

- **STC 590: Reading and Conference**. Independent study in which a student meets regularly with a faculty member to discuss assignments. Course may include such assignments as intensive.

Omnibus Courses

Enrolment in these courses depends on both the approval of the relevant faculty member directing the study and the student’s advisor.

- **STC 584: Internship**. Structured practical experience that follows a contract or plan, supervised by faculty and practitioners

- **STC 598: Special Topics**. Variable Topics that explores specific topics not emphasized in other elective courses (may be repeated)
reading in a specialized area, writing a synthesis of literature on a specified topic or writing a literature review of a topic.

- **STC 591: Seminar.** A small class emphasizing discussion, presentations by students and written research papers.
- **STC 592: Research.** Independent study that is expected to lead to a specific project such as a thesis or dissertation, report or publication, in which a student conducts research under the supervision of a faculty member. Assignments might include data collection, experimental work, data analysis or preparation of a manuscript.
- **STC 594 Conference and Workshop.** Topical instruction, usually in compressed format, leading to academic credit. Often offered off campus to groups of professionals.

**Registration**

Please visit the MA in Social Technologies advising website online at [http://newcollege.asu.edu/advising/graduate](http://newcollege.asu.edu/advising/graduate) for more information regarding registration.
Program of Study

In a graduate program, the specific courses that will count toward your degree must be approved by your graduate advisor and the program director. The list of these courses is called a Plan or Program of Study (POS). This is filed online through the myASU interactive Program/Plan of Study (iPOS).

You must complete this document by the end of your first year of the program. This means that you should have a conversation with your advisor about what courses you will take during your second year. We can always change the iPOS if your plans change or a new course appears that you'd rather take. After you submit your iPOS, your faculty advisor will approve it. You can track the approval process online through your MyASU account. When we evaluate your iPOS, we will look to see that you have met the program requirements described above. In addition, we will check to make sure that you are following the additional rules below:

1. No more than 6 credits of 400-level work may be applied toward the master’s degree

2. You must maintain a 3.0 GPA to progress in the program and graduate

3. You must be enrolled in at least one credit hour of instruction that appears on iPOS each Fall/Spring term (see ASU Graduate College policy on Continuous Enrollment)

4. B or above on core courses and in culminating experience

5. You may only apply 6 credits from courses with 500 level non-STC prefixes that aren’t on the elective course list for the MAST (the research methods course does not count towards this 6-credit hour limit)
   - Note that requests to take outside courses are evaluated on a case-by-case basis based on student/faculty research interests. Just because one student is allowed to take a course does not mean that all students may take it.

All courses that appear on your iPOS are applied toward your MA degree and are ineligible to be applied toward a future graduate degree. As such, we recommend listing only the 33 credits required for the MA degree on your iPOS. Any additional/excess credits you have earned could then theoretically be used toward a different degree program at ASU.
# Recommended Course Sequence

## Full-time Student

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<thead>
<tr>
<th>Semester</th>
<th>Courses</th>
<th>Electives</th>
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<tbody>
<tr>
<td><strong>First Semester</strong></td>
<td>STC 505: Theories of Social Technology</td>
<td>Select one STC* elective from available courses</td>
<td>STC 510: Applied Social Technology</td>
<td>Select three STC* electives from available courses</td>
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<tr>
<td>(Fall – 9 credit hours)</td>
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<td>(Spring – 9 credit hours)</td>
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<td><strong>Second Semester</strong></td>
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<td>(Spring – 9 credit hours)</td>
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<tr>
<td><strong>Third Semester</strong></td>
<td>Select one of the following research methods</td>
<td>Select two STC* electives from available courses</td>
<td>STC 593: Applied Project</td>
<td></td>
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<tr>
<td>(Fall – 9 credit hours)</td>
<td>courses: MAS 501; JHR 500; CMN 505; CMN 506</td>
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<tr>
<td><strong>Fourth Semester</strong></td>
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<td>(Spring – 6 credit hours)</td>
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<td><strong>Fifth Semester</strong></td>
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<td>(Fall – 9 credit hours)</td>
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* If appropriate, you may select appropriate courses outside of the STC prefix.

## Part-time Student

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<th>Courses</th>
<th>Electives</th>
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<th>Electives</th>
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<tbody>
<tr>
<td><strong>First Semester</strong></td>
<td>STC 505: Theories of Social Technology</td>
<td>Select two STC* electives from available courses</td>
<td>STC 510: Applied Social Technology</td>
<td>Select two STC* electives from available courses</td>
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<td>(Fall – 6 credit hours)</td>
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<td><strong>Second Semester</strong></td>
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<tr>
<td><strong>Third Semester</strong></td>
<td>Select one of the following research methods</td>
<td>Select one STC* elective from available courses</td>
<td>STC 593: Applied Project</td>
<td></td>
</tr>
<tr>
<td>(Fall – 6 credit hours)</td>
<td>courses: MAS 501; JHR 500; CMN 505; CMN 506</td>
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<td><strong>Fourth Semester</strong></td>
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<td><strong>Fifth Semester</strong></td>
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* If appropriate, you may select appropriate courses outside of the STC prefix.
Academic Advising

For updated information on advising, please visit: https://newcollege.asu.edu/advising/graduate and click on the MAST link.

Staff Advisor

We are here to help! The Academic Success Coordinator can be reached at 602.543.6266 or ncgradadvising@asu.edu with questions related to policies and procedures to help you navigate graduate school successfully.

Faculty Advisor

Forming a relationship with a faculty advisor is one of the most important elements of graduate education. Your advisor can help you in selecting the proper courses, in developing a capstone project, and, more generally, in understanding the complexities of graduate-level education. Each MA student must identify two faculty advisors. When you submit your plan of study, you will be required to list a Chair (primary advisor) and, prior to graduation, you will be required to update your plan with a second committee member (secondary advisor).

Tips on finding a faculty advisor: The obvious place to start is with the faculty you have experience working with: those who have taught your classes. But be sure to get the chance to meet the other faculty affiliated with the program; set up times to speak with each of them and find out their interests.
Core Program Faculty

Kishonna Gray, Ph.D. (Assistant Professor): Identity, Gaming, New Media

Alex Halavais, Ph.D. (Associate Professor), Program Director: Social Media

Majia Nadesan, Ph.D. (Professor): Political Economy, Bio-Politics

Shawn Walker, Ph.D. (Assistant Professor): Political Participation, Data Science

Greg Wise, Ph.D. (Professor): Cultural Studies and Technology

Affiliate Program Faculty

Pauline Cheong, Ph.D. (Professor): Communication Technologies, Culture, Religion

Marisa Duarte, Ph.D. (Assistant Professor): Cultural Studies, Sociotechnical Approaches

Jeff Kassing, Ph.D. (Professor): Organizational Dissent, Sport and Social Media

Hazel Kwon, Ph.D. (Assistant Professor): Social Networks, Social Crisis

Lindsey Meân, Ph.D. (Associate Professor): Identity and Diversity, Media and Discourse

Suzanne Vaughn, Ph.D. (Associate Professor): Institutional Ethnography

Vince Waldron, Ph.D. (Professor): Family Communication, Workplace Communication

Jacque Wernimont, Ph.D. (Assistant Professor): Digital Humanities, Feminism
Culminating Experience & Graduation Checklist

Applied Project

The applied project represents a culmination of the students' accomplishments in the program, and should provide a public demonstration of their best work. These should represent the kind of work that the student wishes to engage in after completing the program. This might include a policy or technology white paper detailing the ways in which a technology might impact a certain sector of society, an implementation or strategy plan for an organization that wishes to engage social media in a new way, a demonstration project that suggests how a particular technology (a game, a wearable device, a piece of art, a piece of social media infrastructure, etc.) could successfully address a problem, or a research thesis that draws on the theoretical or empirical traditions to tackle a question of scholarly interest.

Generally, the applied project will begin as a piece of work for one of the courses, and be developed further with the help of the student’s Chair and committee member. The student’s Chair may ask for draft statements of the proposed project, literature reviews, and other documentation in the course of the proposal development. The Applied Project itself will be conducted and written up as part of a six-hour capstone in the final semester of the student's program.

Applied Project Proposal

All students must work with their faculty advisors to complete an applied project proposal and have it approved by two faculty members and the program director. Students must submit an official applied project proposal form no later than 2 weeks prior to beginning the capstone semester.

In their capstone semester, all students working on applied projects will meet on a regular basis under the guidance of a program faculty member.

If an Applied Project will involve collecting data from human subjects, students must complete the necessary Human Subjects Institutional Review Board forms before collecting data. Consult with your faculty advisor. Forms are available on the ASU Human Subjects Home Page (http://researchintegrity.asu.edu/humans).

Applied Project Proposal Online Form

Applied Project Report

In addition to conducting the Applied Project, students must write and submit an Applied Project Report. The Report should include, at minimum,

- An abstract
- An introduction to the issue or problem being addressed and the rationale for how the project addresses that problem.
- A literature review of relevant sources that address the background and context, overviewing previous academic work on the issue
- A description of the Applied Project itself. Describe how it developed, and what you did and how it went. This section is often in the form of a narrative.
• A discussion of the results or outcome of the Applied Project, including problems or issues that arose, and a discussion of what further work would need to be done. This section should also integrate discussion of the project itself with theory and other academic research covered in the literature review.
• A conclusion that discusses the implications of this project for the issue or problem addressed.
• Supplemental materials in an appendix or appendices that document the Applied Project.
Graduation Checklist

After you have successfully registered for STC 593, please review the following information to ensure a successful and smooth graduation process.

✓ Apply for graduation through your MyASU account online.

✓ Review dates and deadlines established by ASU Graduate College. Discuss these dates with your committee to determine dates to submit drafts and a date to submit the final project.

✓ Complete the capstone according to the recommendations, suggestions, and revisions provided by your graduate committee.

✓ When your final project is approved by your faculty committee:

   a. The Chair of your committee will input a letter grade for your STC 593 course.

   b. Please submit an electronic copy of your capstone project, including a 100 word abstract, to the Academic Success Coordinator at NCGradAdvising@asu.edu. In the email please indicate whether or not you give permission for this to be included in an online library of capstone projects that may be viewed by other students.
ASU Graduate College Policies

Being a part of ASU means that all students, regardless of program, are held to the same high standards of academic integrity and excellence. While some aspects of your academic training are controlled by the program itself, other aspects, such as the graduation process, and program time limits, are controlled by the university. These policies are outlined at the website below. **It is important that all students familiarize themselves with these policies.**

[https://graduate.asu.edu/policies-procedures](https://graduate.asu.edu/policies-procedures)

Satisfactory Academic Progress Policy

The MA program follows the New College of Interdisciplinary Arts & Sciences Satisfactory Academic Progress Policy. The current policy can be found online at the Social Technologies advising website.
Funding for Travel

Travel Funding

We encourage our students to present research at national and international academic conferences. As such a number of options exist for funding travel to these events.

1. **MA program funding.** The MA program makes limited funding available (maximum of $300 per year) please review your program advising website for more information.

2. **ASU Graduate College Travel Grants.** ASU’s Division of Graduate College makes a limited number of travel grants available to students presenting at conferences. These grants typically cover airfare from Phoenix to the conference location. This award has four application deadlines per year and must be applied for well in advance of the travel date. Applications must be submitted to the director of the graduate program. See [https://graduate.asu.edu/awards/travel](https://graduate.asu.edu/awards/travel) for more information and deadlines.

3. **Graduate and Professional Student Association (GPSA) Travel Grants.** ASU’s graduate student association offers a variety of travel awards available. Individual travel awards (to conferences) are up to $950 and have a monthly application deadline. Group travel grants are for teams of student researchers presenting a symposium or other group project. Interview travel grants are need-based grants made available to students who require funds in order to travel to an academic interview (e.g., at a PhD program). Details and application materials can be found at [http://gpsa.asu.edu/funding](http://gpsa.asu.edu/funding).
University and Campus Resources

**Fletcher Library.** Fletcher Library at the West campus is an invaluable resource to students and faculty. Among the highlights of its collection are 337,000 volumes, 1.5 million microforms, 9,500 videos, 50,104 subscriptions, and 252 electronic databases. The majority of these databases are available to ASU users from home computers. Fletcher Library has been developing materials in the area of technology, media, society, and culture in support of this growing curricular focus including holdings of the leading journals in the field and core databases. A range of information and research tools are accessible through the library’s website. With a seating capacity of 600 and space for 350,000 volumes, the 106,000 square-foot facility is a state-of-the-art information access center designed to take full advantage of electronic technology.

**West Computing Commons.** Computing Commons is the general-purpose student computing lab at ASU. It is equipped with networked computers, general-purpose and class-related software, printers, scanners, and adaptive technology. Macintosh and IBM-format/Windows personal computers are available for use. It is located in the basement of Fletcher Library. Students are encouraged to establish and learn to use an e-mail account and the Internet. myASU is an e-mail and conferencing system that is available free to all registered ASU students. The website is: [https://tours.asu.edu/tempe/computing-commons#](https://tours.asu.edu/tempe/computing-commons#). The phone number is 602 543.8277.

**Student Success Center.** The Student Success Center at the West Campus provides tutoring and academic support services to help students succeed in college. These programs and services include: Writing Center, Subject Area Tutoring, Supplemental Instruction, and Academic Success Courses. With convenient hours and locations, the Student Success Center provides assistance with what to learn and how to learn. For more information, see: [http://studentsuccess.asu.edu/](http://studentsuccess.asu.edu/). The Student Success Center is located in Fletcher Library LL2 across from Technopolis. The telephone number is 602-543-6151.

**Career Services.** A variety of services are available through this office, including information and assistance in career planning and placement, workshops, and job listings. Students can make contact with career recruiters through this office, as well. It is located in the University Center Building 220, phone number 602-543-8124. The website is: [http://students.asu.edu/career/west](http://students.asu.edu/career/west).