

**Course Syllabus**  
**HS 4120B: Social Media & Health**  
**Winter 2018**  
**Thursdays 6:30 – 9:30pm**  
**HSB Room 240**

**Instructor:**

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**Office hours (drop-in or by appointment):**

Thursdays 4 – 5:30pm, FNB Room 4039

**Prerequisites:** Health Sciences 2250A/B; Registration in the third or fourth year of the School of Health Studies.

**Antirequisite:** Health Sciences 4091B (if taken in 2015-2017).

**Recommended course text:** Lupton, D. (2017). Digital health: critical and cross-disciplinary perspectives. Routledge. (Available at UWO Bookstore.)

**Course description:**

Social media and its associated technologies have become ubiquitous in all aspects of our lives. This course integrates an understanding of social media with research in health, medicine, and public health. The course explores social media uses in health to address methodological, conceptual, ethical and design issues pertinent to these emergent technologies.

It is expected that you will come to class prepared (i.e., completed the assigned readings on time) and that you will attend and actively participate in class. There is no required textbook for this course; instead, you will read from a variety of sources (e.g., traditional journal articles/book chapters, news articles, as well as social media sources such as blogs, podcasts, etc. available on OWL course site).

**Course Objectives:**

- Define and describe social media and its use in a health context
- Understand and apply theoretical frameworks related to social media and health
- Critically assess and apply course content to social media use in health
- Become active and aware consumers of social media and health information

**Evaluation:**

1. Journal article critical analysis (15%)-Feb 1, 2018
2. Mid-term exam (in-class) (20%) – Feb 15, 2018
3. Group project (presentation and final report) (30%)
  - a. Group presentations – Mar 29 2018 & Apr 5, 2018
  - b. Group final report – Apr 5, 2018
4. Final exam (35%) – Date TBA

Instructions for each assignment will be made available on OWL and in-class.

**Course Schedule**

Date	Lecture Topic	Required Readings
Week 1 (Jan 11)	Introduction <ul style="list-style-type: none"><li>• Review Syllabus and topics to be covered</li></ul>	None! Enjoy ☺
Week 2 (Jan 18)	Social media and health – A history	boyd & Ellison (2007) Lupton (2016) Grajales et al. (2014)
Week 3 (Jan 25)	Medicine & Healthcare 2.0	Eysenbach, G. (2008) Canadian Medical Association social media policy Rolls et al. (2016) Rice et al. (2016)
Week 4 (Feb 1)	Public health & social media <i>Critical Analysis due at beginning of class</i>	Booth et al., 2017 Lupton (2015) CDC Social media toolkit Ontario Public Health Unit campaign example
Week 5 (Feb 8)	Ethics, policy, privacy and social media in health care <ul style="list-style-type: none"><li>• Mid-term review</li></ul>	Lupton (2017) Chou (2013) Fuchs (2016)
Week 6 (Feb 15)	Mid-term (In-class)	
Week 7 (Feb 23)	Reading Week	
Week 8 (Mar 1)	Consumer Health (Part 1): Misinformation, fake news, Health information seeking, self-representation and e-patients	Thornton (2013) Wilson & Keelan (2013)

Week 9 (Mar 8)	Consumer Health (Part 2): Tracking, big data and the quantified self	Lupton (2017) Charles-Smith et al. (2015)
Week 10 (Mar 15)	Social media marketing and health <ul style="list-style-type: none"> <li>• Guest Speaker</li> </ul>	MacCreanor et al. (2013) Guidry et al. (2014) Gordon et al. (2015)
Week 11 (Mar 22)	Death & Dying on social media <ul style="list-style-type: none"> <li>• Work on group presentations (in-class)</li> </ul>	Granger (2014) Bell et al. (2015) Purmont (2016) (Time Magazine article)
Week 12 (Mar 29)	Group Presentations	
Week 13 (Apr 5)	Group Presentations <ul style="list-style-type: none"> <li>• Course review</li> </ul>	

## Other Important Stuff

### *Student Code of Conduct*

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at The University of Western Ontario, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For more information, visit <http://www.uwo.ca/univsec/board/code.pdf>.

### *Prerequisites*

Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

### *Academic accommodation*

Students in the School of Health Studies seeking academic accommodation are required to meet with an academic counsellor during drop-in hours. The University recognizes that a student's ability to meet his/her academic responsibilities may, on occasion, be impaired by medical illness. Illness may be acute (short term), or it may be chronic (long term), or chronic with acute episodes. The University further recognizes that medical situations are deeply personal and respects the need for privacy and confidentiality in these matters. However, in order to ensure fairness and consistency for all students, academic accommodation for work representing 10% or more of the student's overall grade in the course shall be granted only in those cases where there is documentation indicating that the student was seriously affected by illness and could not reasonably be expected to meet his/her academic responsibilities.

A UWO Student Medical Certificate (SMC) is required where a student is seeking academic accommodation. This documentation should be obtained at the time of the initial consultation with the physician or walk-in clinic. An SMC can be downloaded under the Medical Documentation heading of the following website:

[http://www.uwo.ca/fhs/shs/students/files/acad\\_accomm.pdf](http://www.uwo.ca/fhs/shs/students/files/acad_accomm.pdf)

Whenever possible, students who require academic accommodation should provide notification and documentation in advance of due dates, examinations, etc. Students must follow up with their professors and their Academic Counselling office in a timely manner. Documentation for any request for accommodation shall be submitted, as soon as possible, to the appropriate Academic Counselling Office of the student's Faculty of registration. For BHSc students, you may go to the School of Health Studies Office in HSB room 222.

#### *Late Assignments*

Late assignments will be docked by 5% for the first day past the due date, 10% for the second, and 15% the third day, after which the assignment will not be accepted.

#### *Electronic devices*

Students are not permitted to use cellphones during lectures or presentations, as they are distracting to me and your fellow classmates. Computers are allowed for note-taking purposes during class time. Absolutely no devices are permitted during exams.

#### *Academic Offences*

Scholastic offences are taken seriously. The definition of what constitutes a Scholastic Offence is found at the following Web site:

[http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/scholastic\\_discipline\\_undergrad.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf). All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com> ).

#### *Plagiarism*

Student work is expected to be original. Plagiarism is defined as “the act of appropriating the literary composition of another, or parts or passages of his writings, or the ideas or language of the same, and passing them off as the product of one’s own mind.” (Black, 1979, p. 1035). You are plagiarizing if you insert a phrase, sentence, or paragraph taken from another author without acknowledging him/her. Similarly, you are plagiarizing if you paraphrase or summarize another author’s ideas (perhaps from a reputable website) without acknowledging they belong

to someone else. Plagiarism is considered a serious academic offense and can result in student expulsion. If you have questions about this, a librarian can help you, or the resources located at the Teaching Learning Centre may be helpful to review ([http://www.uwo.ca/tsc/resources/selected\\_teaching\\_topics/academic\\_integrity/index.html](http://www.uwo.ca/tsc/resources/selected_teaching_topics/academic_integrity/index.html))

*Support Services*

Student Support Services (<http://westernusc.ca/services/>)

Student Development Services (<http://www.sdc.uwo.ca/>)

Students who are in emotional/mental distress should refer to Mental Health@Western <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.