Instructor: Hilary Nixon
Office location: WSQ 218A
Telephone: 408-924-5852
Email: hilary.nixon@sjsu.edu (preferred contact method)
Office hours: Fridays, 9:30 a.m. - 12:00 p.m. or by appointment
Class days/time: Jan. 30, Feb. 13, Feb. 27, Mar. 13, Mar. 27; 4:30 – 7 p.m.
Classroom: BBC 122
Class website: D2L – sjsu.desire2learn.com (If you are not familiar with D2L, please take time at the beginning of the semester to learn the basic features. We will use D2L for all course communication, assignment submission, and as a repository of course-related documents and information.)
Prerequisites: None
Units: 1

Course Catalog Description:
An overview of social media tools and their use in urban planning, with a particular emphasis on public participation.

Course Description and Course Learning Objectives:
The urban planning profession uses a wide array of tools and techniques to involve people in the planning process. Social media, including blogs, forums, wikis, social networking sites, mobile applications, and collaborative software, provides new opportunities to help us plan, design, and build the kind of communities we want to live, work, and play in. This course provides a broad overview of some of the key tools being used by planners today to engage with the public and will allow students to begin to develop an appreciation for these technologies and their benefits and limitations for urban planning. Upon successful completion of this course, students will be able to:

1. Describe how urban planners can use social media tools to involve the public in the planning process and describe the role community members can play in planned change through participation via social media/digital technology.

2. Describe and explain how social media tools can bring about sound planning outcomes, as well as the strengths and weaknesses of these tools to facilitate collaborative planning processes.
3. Develop preliminary knowledge of the use of one or more specific social media tools (e.g. blogs, wikis, social networking sites, etc.) and describe ways in which planners can analyze the data provided by these tools.

4. Evaluate the benefits and limitations of social media tools for urban planning with a particular emphasis on the ethical and equity/social justice concerns related to the use of social media for planning purposes.

5. Explain the potential for social media tools to influence the future of planning, planning processes, and, specifically, citizen participation.

Planning Accreditation Board (PAB) Knowledge Components
This course partially covers the following PAB Knowledge Components:
- 1b) Planning Theory: appreciation of the behaviors and structures available to bring about sound planning outcomes.
- 1e) The Future: understanding of the relationships between past, present, and future in planning domains, as well as the potential for methods of design, analysis, and intervention to influence the future.
- 3a) Professional Ethics and Responsibility: appreciation of key issues of planning ethics and related questions of the ethics of public decision-making, research, and client representation (including principles of the AICP Code of Ethics).
- 3b) Governance and Participation: appreciation of the roles of officials, stakeholders, and community members in planned change.
- 3e) Social Justice: appreciation of equity concerns in planning.

A complete list of the PAB Knowledge Components can be found at http://www.sjsu.edu/urbanplanning/courses/pabknowledge.html.

Required Course Texts to Purchase:
All readings will be electronic articles available for download from the SJSU library (permalink\(^1\) provided), the course D2L site, or directly from the Internet via a provided URL. No additional textbook is required. Students are encouraged to bring technology such as a laptop, smart phone, or tablet to class each week.

Course Assignments and Grading Policy:
Your grade for the course will be based on the following assignments and activities:

| Assignments/Activities | Percent of Course Grade |

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\(^1\) A permalink is a direct link to an electronic resource owned by the SJSU library. If you click this link while on campus, you will be directed straight to the article. If off campus, you will need to log in to the library using your ID (library or SJSU) and PIN. If you have problems with a permalink, please contact the SJSU library at (408) 808-2000 or email Christine.Holmes@sjsu.edu.
Social Media/Mobile Apps Resource Guide
Students will work collaboratively to develop a resource guide that documents the pros and cons of various social media/mobile apps that relate to planning. Each student will be asked to prepare material for four separate tools. Complete assignment guidelines will be distributed in class and posted to the course D2L site. Due date: March 27.

Using Social Media to Promote Great Places
Students will get experience using social media tools (Wikipedia, Twitter, FourSquare, Yelp, and Pinterest) to promote a 2012 “Great Places in America” (http://www.planning.org/greatplaces/). Complete assignment guidelines will be distributed in class and posted to the course D2L site. Due dates for individual assignment components: February 13, February 27, March 13.

Online/In-class Discussion & Participation
Readings will be assigned weekly, and additional discussion topics will be presented in class or shared through the course D2L site. Students are expected to come to class having read the assigned readings and prepared to actively participate in discussions. In addition, students should be prepared to participate in online discussions on course-related material. Complete guidelines for participation (both in-class and online) will be discussed in class.

Calculation of Final Course Letter Grade
I will calculate the final letter grade for the course by weighting the grade for each assignment according to the percentages in the table above. To do this, I first convert the letter grade for each assignment to a number using a 4-point scale (A = 4.0, A- = 3.67, B+ = 3.33, B = 3, B- = 2.67, C+ = 2.33, C = 2.0, C- = 1.67, D = 1, and F = 0). I then use these numbers and the weights for each assignment to calculate a final, numerical grade for the course based on a 4-point scale. That number is converted back to a letter grade (A = 3.85+, A- = 3.50 – 2.84, B+ = 3.17 – 3.49, B = 2.85 – 3.16, B- = 2.50 – 2.84, C+ = 2.17 – 2.49, C = 1.85 – 2.16, C- = 1.50 – 1.84, D+ = 1.17 – 1.40, D = 0.85 – 1.16, F = 0 – 0.84).

Other Grading and Assignment Issues
All assignments must be submitted electronically through D2L by the deadline noted in the class schedule. Please note that D2L will not allow for late submissions so make sure you leave yourself plenty of time to upload your assignments in advance of the deadline. If you must submit an assignment late, please contact the instructor to obtain access to D2L and note that the penalty for late assignments will be one grade “step” (e.g. from a B to a B-, or from an A- to a B+) for each 24 hour period you are late.

Course Workload
Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of forty-five hours over the length of the course (normally 3 hours per unit per week with 1 of the hours used for lecture) for instruction or preparation/studying or course related activities including but not limited to internships, labs, clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.

**Academic Integrity Statement, Plagiarism, and Citing Sources Properly**

SJSU’s Policy on Academic Integrity states: “Your own commitment to learning, as evidenced by your enrollment at San Jose State University, and the University's Academic Integrity Policy requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the Office of Student Conduct and Ethical Development” (Academic Senate Policy S07-2). The policy on academic integrity can be found at [http://www.sjsu.edu/senate/S07-2.htm](http://www.sjsu.edu/senate/S07-2.htm).

Plagiarism is the use of someone else's language, images, data, or ideas without proper attribution. It is a very serious offense both in the university and in your professional work. In essence, plagiarism is both theft and lying: you have stolen someone else's ideas, and then lied by implying that they are your own.

**Plagiarism will lead to grade penalties and a record filed with the Office of Student Conduct and Ethical Development. In severe cases, students may also fail the course or even be expelled from the university.**

*If you are unsure what constitutes plagiarism, it is your responsibility to make sure you clarify the issues before you hand in draft or final work.*

Learning when to cite a source and when not to is an art, not a science. However, here are some common examples of plagiarism that you should be careful to avoid:

- Using a sentence (or even a part of a sentence) that someone else wrote without identifying the language as a quote by putting the text in quote marks and referencing the source.
- Paraphrasing somebody else's theory or idea without referencing the source.
- Using a picture or table from a webpage or book without reference the source.
- Using data some other person or organization has collected without referencing the source.

The University of Indiana has developed a very helpful website with concrete examples about proper paraphrasing and quotation. See in particular the following pages:

- Overview of plagiarism at [www.indiana.edu/~istd/overview.html](http://www.indiana.edu/~istd/overview.html)
- Examples of plagiarism at [www.indiana.edu/~istd/examples.html](http://www.indiana.edu/~istd/examples.html)
- Plagiarism quiz at [www.indiana.edu/~istd/test.html](http://www.indiana.edu/~istd/test.html)

If you still have questions, feel free to talk to me personally. There is nothing wrong with asking for help, whereas even unintentional plagiarism is a serious offense.

**Citation style**

It is important to properly cite any references you use in your assignments. The Department of Urban and Regional Planning uses Kate Turabian’s *A Manual for Writers of Research Papers, Theses, and*
Dissertations, 7th edition (University of Chicago Press, 2007, ISBN-10: 0-226-82336-9). Copies are available in the SJSU King Library. Additionally, the book is relatively inexpensive, and you may wish to purchase a copy. Please note that Turabian’s book describes two systems for referencing materials: (1) “notes” (footnotes or endnotes), plus a corresponding bibliography, and (2) in-text parenthetical references, plus a corresponding reference list. In this class, students may use either of the styles, as long as they use one consistently throughout an assignment.

Accommodation for Disabilities
If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the DRC (Disability Resource Center) to establish a record of their disability.

You can find information about the services SJSU offers to accommodate students with disabilities at the Disability Resource Center website at www.drc.sjsu.edu.

Consent for Recording of Class and Public Sharing of Instructor Material
Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor’s permission to make audio or video recordings in this class. Please obtain verbal permission from the instructor (permission is valid for the length of the semester). Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material.

Library Liaison
The SJSU Library Liaison for the Urban and Regional Planning Department is Ms. Toby Matoush. If you have questions, you can contact her at toby.matoush@sjsu.edu or 408-808-2096.

SJSU Writing Center
The SJSU Writing Center is located in Room 126 in Clark Hall. It is staffed by professional instructors and upper-division or graduate-level writing specialists from each of the seven SJSU colleges. Our writing specialists have met a rigorous GPA requirement, and they are well trained to assist all students at all levels within all disciplines to become better writers. The Writing Center website is located at http://www.sjsu.edu/writingcenter.

Classroom Protocol
Students should plan to arrive on time (or, ideally, a few minutes early) to class. We will make heavy use of the internet (via laptop, tablet, and/or smartphone) during the course of this class. Please be responsible when accessing the internet and only do so for class purposes.
# URBP 276 – Social Media in Planning
## Spring 2013

## Course Schedule
(subject to change with fair notice)

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<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
<th>Assignments due</th>
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### San Jose Case Study – wikiplanning, NextDoor (guest speakers, Michael Brilliott & Kip Harkness);

**The Future for Planning in a Digital Society**

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<thead>
<tr>
<th>Reference</th>
<th>Description</th>
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<tbody>
<tr>
<td>Isaac, Mike. “Nextdoor, the Private Social Network, Hooks Up with the City of San Jose.” <em>AllThingsD</em>, August 7, 2010, <a href="http://www.youtube.com/watch?v=k4Xy2b9RI6k&amp;list=PLI9JTFxVMJ8W-px6gvyCc5GF8BGkX7nxR">http://www.youtube.com/watch?v=k4Xy2b9RI6k&amp;list=PLI9JTFxVMJ8W-px6gvyCc5GF8BGkX7nxR</a> (accessed January 27, 2013).</td>
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<td>YouTube. “Nextdoor: Interview with Kip Harkness.” 2012, <a href="http://www.youtube.com/watch?v=k4Xy2b9RI6k&amp;list=PLI9JTFxVMJ8W-px6gvyCc5GF8BGkX7nxR">http://www.youtube.com/watch?v=k4Xy2b9RI6k&amp;list=PLI9JTFxVMJ8W-px6gvyCc5GF8BGkX7nxR</a> (accessed January 27, 2013).</td>
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