Instructor: Nader Afzalan
Office location: WSQ 218 C
Telephone: (408) 924-5882
Email: nader.afzalan@sjsu.edu
Office hours: Wednesday, 3:00 – 4 p.m. or by appointment
(for the 5 weeks that we meet in class)
Class days/time: Thursdays, 4:30 – 7:00 p.m.
Classroom: WSQ 208
Class website: Class web site on Canvas
Prerequisites: Upper division standing.
Units: 1

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

Course Description and Course Learning Objectives
Upon successful completion of the course, students will be able to:

1. Explain the capacity of online participatory tools, social media, and big data in facilitating sound planning outcomes, and particularly participatory methods and processes.
2. Describe the challenges and concerns of using social media and new online technologies in participatory processes, with a particular focus on issues of social justice and digital divide, organizational capacity of planning institutions, and planning models.
3. Explain the opportunities and constraints of using citizen-generated data in participatory planning processes.
4. Conduct data harvesting methods to collect data from online social networks.
5. Explain and discuss the opportunities and constraints of conducting social network analysis for exploring social structures and stakeholders’ interactions.
6. Analyze and visualize data collected through online social networks or other web-based sources.

7. Map Volunteered Geographic Information (VGI) and explore the implications of using VGI in decision making processes.

8. Compare and contrast qualitative and quantitative methods of big data analysis in planning processes, with a specific focus on the usability of citizen generated data.

9. Prepare high quality proposals that can communicate to professional planners as well as urban technologists.

**Planning Accreditation Board (PAB) Knowledge Components**

This course partially covers the following PAB Knowledge Components: 1.a; 2.a; 2.b; 2.c; 2.e; 2.f; 3.b; 3.d; 3.e.

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

**Course Format**

The course follows a hybrid structure, including classroom and online sessions. The class meets five times during the semester and integrates lectures, group activates, and in-class technical assignments. The course also uses instructor’s online course on Planetizen, [Gephi for Network Analysis and Visualization](http://www.planetizen.com), as an outside resource to help students learn about methods of social network analysis. Planetizen is planning to provide the course for the students for free, starting from the first week of classes for 45 days. In addition to the Planetizen online course, the students can participate in the [TechniCity course](http://www.coursera.org), a free online Coursera course, to earn extra credits.

The students should be comfortable with learning new computer software and applications. They are required to work with open-source applications, which can sometimes be burdensome. The students are required to have Facebook, Twitter, and ArcGIS online accounts for doing the class assignments. If they are concerned about their privacy, which is a legitimate concern, they should create new accounts to practice the assignments and meet the course requirements.

To back up or transfer data, the students are also required to bring a USB flash drive (at least 1GB capacity) to the class.

**Required Course Texts**

The students are responsible to find and download the readings on their own. No extra book is required. The students are encouraged to bring technology instruments, including laptops or tablets, to the class each week.

The following bibliography lists the required and optional reading materials for the course.


Course Assignments and Grading Policy

Your grade for the course will be based on the following assignments and activities:

<table>
<thead>
<tr>
<th>Assignments</th>
</tr>
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<tbody>
<tr>
<td>Percent of Course Grade</td>
</tr>
<tr>
<td>--------------------------</td>
</tr>
<tr>
<td><strong>1.</strong> Stakeholder analysis for planning: identifying active stakeholders in local governments’ online forums.</td>
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<tr>
<td><strong>2.</strong> Social network analysis for community development: exploring peoples’ interactions in social networks.</td>
</tr>
<tr>
<td><strong>3.</strong> Urban analysis: implications of using volunteered geographic information in decision making.</td>
</tr>
<tr>
<td><strong>4.</strong> Planning app proposal: developing a proposal for a web-based application that planning organizations or local communities can use for stakeholder engagement, crowdsourcing, decision making, or community development.</td>
</tr>
<tr>
<td><strong>5.</strong> Extra Credit: TechniCity engagement</td>
</tr>
</tbody>
</table>

Participation 10%

For all the assignments, the students are required to engage their technical and policy knowledge of urban planning processes. To do the first three assignments, the students should mainly build on and refer to what they have learned from the lab exercises, online learning materials, and scholarly readings. To do the last assignment, Planning App Proposal, the students are required to do extensive web search on current available planning applications and build on what they have learned from the reading materials and throughout the semester to come up with creative ideas for planning applications. The last assignment also makes the students prepared to submit their proposals for the Planning App Competition 2015, organized by American Planning Association-Technology Division. All the assignments are group assignments. Additional details on each assignment will be posted on the course website.

For the extra credit assignment, the students should add their idea in the TechniCity course discussion board on MindMixer and their idea should get rated as the highest among the other ideas for the week. TechniCity is a free Coursera course and starts on Mar. 04, 2015. The students have time to earn the extra credit by Apr.02, 2015. To earn the extra credit, the students should send the instructor a screenshot of a page that shows their accomplishment. More details of this assignment will be discussed in the class.

Calculation of Final Course Letter Grade

Each assignment is graded based on a point scale. Each point equals to one percent of the final course grade. For example, the first assignment represents up to 20 points or 20% of the total or 100 points for the course.
Other Grading and Assignment Issues

All the assignments and projects should be turned in on the course website and done on time. The accepted file formats are .Doc, .Doc, PDF, or JPG. Please consult with the instructor know prior to using other formats. Assignments and projects should be turned in before 4:30 PM of the day that they are due. Please turn in your work early to avoid technology problems. For each late day, you will lose 10% of the total grade for the assignment or project. If you turn in your work late in case of an emergency or sickness, please provide a proof of sickness or an emergency situation. Also, please make sure not to miss any of your debate sessions.

If you have any questions on a grade or feel a grade is incorrect, please bring it to my attention within one week of receiving the assignment back. As of one week after the assignment is returned to students, the grade will not be changed.

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.

Because this is a one-unit class, you can expect to spend a minimum of three hours per week in addition to time spent in class and on scheduled tutorials or activities. Special projects or assignments may require additional work for the course. Careful time management will help you keep up with readings and assignments and enable you to be successful in all of your courses. For this class, you will have to undertake additional activities outside the class hours such as learning about new software or applications, collecting data from online sources, or analyzing data. Details on how to complete these activities will be provided on handouts distributed in class later in the semester.

Academic Integrity Statement, Plagiarism, and Citing Sources Properly

Your commitment, as a student, to learning is evidenced by your enrollment at San Jose State University. The University Academic Integrity Policy S07-2 at http://www.sjsu.edu/senate/docs/S07-2.pdf 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. The Student Conduct and Ethical Development website is available at http://www.sjsu.edu/studentconduct/.

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*, 8th edition (University of Chicago Press, 2013, ISBN 780226816388). 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 should use in-text parenthetical references, plus a corresponding reference list. You may also use APA citation style. Make sure that you are consistent in using your citation styles.

**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 at [http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf](http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf) requires that students with disabilities requesting accommodations must register with the Accessible Education Center (AEC) at [http://www.sjsu.edu/acc](http://www.sjsu.edu/acc) to establish a record of their disability.

You can find information about the services SJSU offers to accommodate students with disabilities at the Accessible Education Center website at [www.sjsu.edu/acc](http://www.sjsu.edu/acc).
Accommodation to Students' Religious Holidays
San José State University shall provide accommodation on any graded class work or activities for students wishing to observe religious holidays when such observances require students to be absent from class. It is the responsibility of the student to inform the instructor, in writing, about such holidays before the add deadline at the start of each semester. If such holidays occur before the add deadline, the student must notify the instructor, in writing, at least three days before the date that he/she will be absent. It is the responsibility of the instructor to make every reasonable effort to honor the student request without penalty, and of the student to make up the work missed. See University Policy S14-7 at http://www.sjsu.edu/senate/docs/S14-7.pdf.

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. 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 Clark Hall, Suite 126. All Writing Specialists have gone through a rigorous hiring process, and they are well trained to assist all students at all levels within all disciplines to become better writers. In addition to one-on-one tutoring services, the Writing Center also offers workshops every semester on a variety of writing topics. To make an appointment or to refer to the numerous online resources offered through the Writing Center, visit the Writing Center website at http://www.sjsu.edu/writingcenter. The SJSU Writing Center is located in Room 126 in Clark Hall.

SJSU Counseling Services
The SJSU Counseling Services is located on the corner of 7th Street and San Fernando Street, in Room 201, Administration Building. Professional psychologists, social workers, and counselors are available to provide consultations on issues of student mental health, campus climate or psychological and academic issues on an individual, couple, or group basis. To schedule an appointment or learn more information, visit Counseling Services website at http://www.sjsu.edu/counseling.

Dropping and Adding
Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester's Catalog Policies section at http://info.sjsu.edu/static/catalog/policies.html. Add/drop deadlines can be found on the current academic year calendars document on the Academic Calendars webpage at http://www.sjsu.edu/provost/services/academic_calendars/. The Late Drop Policy is available at http://www.sjsu.edu/aars/policies/latedrops/policy/. Students should be aware of the current deadlines and penalties for dropping classes.
Information about the latest changes and news is available at the Advising Hub at http://www.sjsu.edu/advising/.

**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 during the course of this class. Please be responsible when accessing the Internet and only do so for class purposes.

Please see the course schedule on the next page.
# URBP 276 – SOCIAL MEDIA IN PLANNING (1 UNIT)
## SPRUNG 2015

### Course Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
<th>Assignments due</th>
</tr>
</thead>
</table>

1. The schedule may change. Any changes will be discussed in class with as much notice as possible.
2. The sources that are in *italic* are recommended but not required.
3. The details of the Planning App Proposal Review are going to be discussed in detail in the class.

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San José State University

Urban and Regional Planning Department