

Faculty of Information and Media Studies
The University of Western Ontario

**9378: Information in the Age of Google
Summer 2020 (distance)**

Time:	Online May 6 – August 7
Active Time Zone	EST (Eastern Standard Time)
Meeting Time	Synchronous and Asynchronous
Class Location	Online via OWL
Meeting Location	Online via Zoom
Required Texts	All readings will be available via OWL
Prerequisites:	9001, 9002

Instructors: Lucia Cedeira Serantes (MLIS, PhD)
Rachel Melis (MLIS, PhD)

Office Hours By appointment via Zoom
Email lcedeir@uwo.ca, rmelis2@uwo.ca
Please use the OWL message system

I. COURSE DESCRIPTION

Information systems based on big data, predictive analytics and recommender algorithms are changing traditional methods of information organization, curation and access in libraries. Even as libraries integrate their tools with interfaces of search engines and streaming services, libraries must confront fresh implications regarding metadata and how it could be used.

Expectations:

Students are expected to complete the module readings that are assigned, and they will also be expected to meet synchronously three times (once per module) during the term with a small group of students for critical discussion involving readings, relevant news items, and other media that inspires constructive and thoughtful discussion regarding the module topic.

Students should expect to **spend approximately 10–12 hours per week** on reading (i.e., assigned reading, research), viewing and listening to resources, course engagement, assignments etc. **Online learning needs and takes time**, so students should try to plan accordingly as much as they can. If this is your first online course or you would like some advice about how to organize yourself, you may want to [check this resource about how to get ready to learn online](#).

METHOD OF EVALUATION:

Assignment	Points*	Due Date
Annotated Bibliography	15	May 26
Research Paper	25	June 16
Peer Response to Research	15	June 30
Addendum to Research Paper	15	July 14
Free-Range Creative Contribution	15	Anytime before August 9
Critical Participation	15	ongoing

**Late assignments are not accepted UNLESS the student contacts us ahead of time (at least 48 hours) or it is an emergency.*

Course–Level Learning Outcomes

Upon successful completion of readings, assignments, and class participation, students will be able to:

1. Understand how the values and principles of information organization, access and curation, which are central to the field of LIS, can be exercised and aligned with emerging data policies while preserving an awareness that our social responsibility for providing progressive public service must be preserved in an information environment which sometimes challenges those values, principles and responsibility. (Program–Level Learning Outcome 2)
2. Use an enhanced understanding of the technologies of big data information organization and dissemination to assess the opportunities and consequences of adopting or aligning with current and emerging technologies of information dissemination based on predictive analytics and recommender algorithms. (Program–Level Learning Outcome 4)
3. Understand how the practices and roles of librarians and information professionals concerned with information organization, curation and access are changing due to the changing social and technological environment brought about by big data and predictive analytics. (Program–Level Learning Outcome 5)

Semester Breakdown

Module	Topic	Dates*
One	Data Principles	May 6 - May 19
Two	Culture of Search	May 20 - June 16
<i>Break for Reading and Research</i>		June 17 - June 23
Three	Algorithmic Justice	June 24 - July 14
Four	Platform Power	July 15 - August 7

* These are tentatively organized. The weeks devoted to each topic may vary slightly according to student interest and engagement.*

II. COURSE MATERIALS

Required and Supplementary Materials

Most of the weekly readings will be made available through OWL

Technology

Basics

Internet and computer access is required. Your Internet speed should sufficiently support uploading and downloading of large file sizes. Your computer should be up-to-date with the latest operating system in order to support the required application listed below; it should also have anti-virus software. You will need a microphone, and a webcam would be preferred.

Course Site

We have access to an OWL course site.

We will use this site as a way to send announcements, post updates, store documents, receive assignments, and to communicate generally through the Forum, or by class email, among other things. It is your responsibility to review the course site multiple times a week.

Required Applications

The following application is required for you to participate successfully in this course.

Zoom

We will use [Zoom through UWO](#) for Meetings and for Office Hours. This is a web-conferencing application that allows for audio, video, chat and desktop sharing. If you have any questions about your privacy or data, you may read [this section](#).

STATEMENT ON ACADEMIC OFFENCES

Scholastic offences are taken seriously and students are directed to read the appropriate policy; specifically, the definition of what constitutes a Scholastic Offence, at the following Web site: http://www.uwo.ca/univsec/handbook/appeals/scholastic_discipline_grad.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>).”

SUPPORT SERVICES

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. Also, you may consult the [Resources section](#) in the FIMS Intranet. For Western updates on Covid-19, you may consult [this webpage](#) created specifically for students.