Faculty of Information and Media Studies
The University of Western Ontario

9378: Information in the Age of Google
Summer 2021 (distance)

Time: Online May 10 – August 13
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 five times (once per
module)** during the term with a small group of students for critical discussion.
Part of the critical participation grade will involve keeping abreast of relevant news
involving Google, Amazon, Facebook, and Apple.

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	June 01
Newsletter	15	June 15
Short Research Paper	15	June 22
Response to Research Paper	10	July 06
Addendum to Research Paper	10	July 20
Free-Range Creative Contribution	15	Anytime before August 10
Critical Participation	20	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 12 - May 25
Two	Googlization of Everything	May 26 - June 08
Three	Long Tentacles of Search	June 09 - June 25
Break for Reading and Research		June 28 - July 02
Four	Algorithmic Justice	July 07 - July 27
Five	Platform Power	July 28 - August 10

* 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.

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 Seminars 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.