

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 12
Active Time Zone: EST (Eastern Standard Time)
Meeting Time: Tuesdays 9:30-11 or 11-12:30
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****

Enrollment in this course is restricted to graduate students in the Master of Library and Information Science, as well as any student that has obtained special permission to enroll in this course from the course instructor as well as the Graduate Chair (or equivalent) from the student's home program

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 four 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 hours per week (approx. 30hrs per Module) 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.](#)

METHODS OF EVALUATION:

Assignment	Points*	Due Date
Annotated Bibliography	15	May 29
Newsletter	15	June 12
Short Research Paper	15	July 03
Response to Research Paper	10	July 17
Addendum to Research Paper	05	July 31
Free-Range Creative Contribution	15	Anytime before August 09
Critical Participation	25	Ongoing

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

Breakdown of the Critical Participation: This participation will consist in a combination of written contributions during each Module and a presentation during the Module meeting. Presentations will start the Seminar and will take approx. 30min, but presenters will not carry all the weight of discussion for the entire Seminar. We expect **that you come with a plan to participate:** a question or comment about the readings, a connection you made between your take on the readings and the presentation, or other notes that may arise from your engagement with the course materials and work. Remember to come with specific annotations for your contributions (article title, pages, quotes, etc.) You will not be evaluated on the frequency of your contributions but on their quality. **A well-thought-out question is more constructive than a mere statement of fact.**

Regarding how much we expect you to participate? **The expectation of frequent and substantive participation should not be understood as an invitation to speak at every opportunity.** You need to be aware and acknowledge the context of your participation within the group. Likewise, not contributing at all or speaking only when prompted by the instructor will be evaluated accordingly.)

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 10 - May 30
Two	Googlization of Everything	May 31 - June 20
Three	Algorithmic Justice	June 21 - July 25
<i>Break for Reading and Research</i>		June 27 - July 01
Four	Platform Power	July 26 – August 09

* 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](#).

III. 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>).”

IV. SUPPORT SERVICES

Students who are in emotional/mental distress should refer to MentalHealth@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.

Western is committed to achieving barrier-free accessibility for all its members, including graduate students. As part of this commitment, Western provides a variety of services devoted to promoting, advocating, and accommodating persons with disabilities in their respective graduate program. Graduate students with disabilities (for example, chronic illnesses, mental health conditions, mobility impairments) are strongly encouraged to register with **Accessible Education Western (AEW)**, a confidential service designed to support graduate and undergraduate students through their academic program. With the appropriate documentation, the student will work with both **AEW** and their graduate programs (normally their Graduate Chair and/or Course instructor) to ensure that appropriate academic accommodations to program requirements are arranged. These accommodations include individual counselling, alternative formatted literature, accessible campus transportation, learning strategy instruction, writing exams and assistive technology instruction.