

**Western University**  
**School of Health Studies**  
**HS4120B: Social Media & Health**  
**Winter 2022, January 3 – April 25**

---

**1.0 CALENDER DESCRIPTION**

Social media and its associated technologies have become ubiquitous in all aspects of our lives. This course integrates an understanding of social media with research in health and medicine. This course explores social media uses in health to address methodological, conceptual, ethical

Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites .

---

(48-

h Studies, each course instructor sets specific expectations for attendance and specific to the course, teaching objectives, and learning outcomes. Regular and essential group discussions, assigned readings before class, and twice during class time. **Students who material they have missed. Instructors**

*to use a computer during lecture and scholastic purposes only, and refrain*

from engaging in any activities to  
time, your professor may ask the  
discussion of the material present  
may **not** make audio or video re  
re-broadcast any of the material

from learning. From time to  
to facilitate learning or  
is **explicitly noted otherwise, you**  
you edit, re-use, distribute, or

---

### 3.0 Course Materials

There is no required textbook for  
Resources tool on **OWL**.

readings will posted to the

---

### 4.0 COURSE OBJECTIVES

In this course, we will explore th  
We will begin our exploration by  
digital health technologies. Then  
mental health, sexual health, as v  
how and why social media is use  
Lastly, we will evaluate how soc

edia and several areas of health.  
media and the development of  
edia impacts and influences our  
ships. We will also investigate  
health, and health promotion.  
enting beliefs and behaviours.

#### 4.1 STUDENT LEARN

##### Learning Outcome

##### Depth and Breadth of

**Knowledge:** Understand how  
and why social media has  
become a significant tool in  
our society and examine its  
overall impact on our health  
beliefs, health behaviours,  
and provision of health care.

##### Learning Assessment

---

## 5.0 EVALUATION

*The university-wide descriptor of the meaning of letter grades, as approved by Senate:*

A+	90-100	<i>One could scarcely expect better from a student at this level</i>
A	80-89	<i>Superior work that is clearly above average</i>
B	70-79	<i>Good work, meeting all requirements and eminently satisfactory</i>
C	60-69	<i>Competent work, meeting requirements</i>
D	50-59	<i>Fair work, minimally acceptable.</i>
F	below 50	<i>Fail</i>

*It is expected that the grades for this course will fall between **74-80%**. In the event that the course average falls outside this range, a constant may be added (or subtracted) from each student's grade, by the instructor, to bring the class average in line with school policy.*

- Year 1: 68-72
- Year 2: 70-74 (core) and 72-76 (elective)
- Year 3: 72-76 (core) and 74-78 (elective)
- Year 4: 74-80

---

## 6.0 ASSESSMENT/EVALUATION SCHEDULE

**Quizzes (5%) and (5%).** This course includes two online quizzes. Both quizzes will be completed through the **Tests & Quizzes** tool on **OWL**. The first quiz will take place on **January 28** (24-hour window) and will test content from all of the assigned readings and PowerPoint materials from **episodes 1-3**. The second quiz will take place on **March 11** (24-hour window) and will test content from all of the assigned readings and PowerPoint materials from **episodes 6-8**.

Each quiz consists of **15 questions** and will be formatted as multiple-choice, true or false, matching, as well as fill-in-the-blanks. Quizzes will be completed in an open-book format, will be designed in a linear style, and will include a time-limit. Please ensure that you carefully read the instructions and have a strong internet connection before you begin each quiz. Please note: any student suspected of cheating will face serious academic penalties (see section 8.0 of the course outline). Western University has developed new anti-cheating technology that allows course instructors to better identify cheating when it occurs.

**Group presentation (25%).** At the beginning of the term, students will be randomly assigned to a group and are expected to prepare a PowerPoint presentation based on any topic from the course. Group presentations will be submitted through **OWL**. Group sizes and presentation lengths will be determined based on the final enrollment of this course. A presentation rubric will be posted to the **Resources** tool on **OWL**. The group presentations will take place between **March 28** and **April 8** (final two weeks of classes).

**Midterm exam (30%).** The midterm exam covers all assigned readings and PowerPoint materials presented from **lectures 1-5**. The midterm exam consists of **60 questions** and is formatted as multiple-choice, true or false, matching, as well as fill-in-the-blanks. The midterm exam will take place on **February 17** (during regularly scheduled lecture hours).

**Final Exam (35%).** The final exam is **cumulative** and covers all of the assigned readings and PowerPoint materials presented in this course. The final exam consists of **75 questions** and is formatted as multiple-choice, true or false, matching, as well as fill-in-the-blanks. The official final exam date is TBD.

*Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.*

***During Exams:** Unless you have medical accommodations that require you to do so, or explicit permission from the instructor of the course, you may not use any electronic devices during ANY tests, quizzes, midterms, examinations, or other in-class evaluations.*

## **Grade Distribution**

---

## 8.0 STATEMENT ON SCHOLASTIC 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:

[https://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page\\_20](https://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_20)

Plagiarism is a major academic offense. Plagiarism is the inclusion of someone else's verbatim or paraphrased text in one's own written work without immediate reference. Verbatim text must be surrounded by quotation marks or indented if it is longer than four lines. A reference must follow right after borrowed material (usually the author's name and page number). Without immediate reference to borrowed material, a list of sources at the end of a written assignment does not protect a writer against the possible charge of plagiarism.

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 will

Students seeking academic consideration:

- Are advised to consider carefully the implications of postponing tests or midterm exams or delaying handing in work;
- Are encouraged to make appropriate decisions, based on their specific circumstances, recognizing that minor ailments (e.g., upset stomach) or upsets (e.g., argument with a friend) are not normally an appropriate basis for a self-reported absence;
- **Must communicate with their instructors no later than 24 hours** after the end of the period covered by either the self-reported absence or SMC, or immediately upon their return following a documented absence;
- **Are advised that all necessary documentation, forms, etc. are to be submitted to academic counselling within two business days after the date specified for resuming responsibilities**

Students who experience an unexpected illness or injury or an extenuating circumstance (48 hours or less) that is sufficiently severe as to temporarily render them unable to meet academic requirements (e.g., attending lectures or labs, writing tests or midterm exams, completing and submitting assignments, participating in presentations) should self-declare using the online Self-Reported Absence portal. This option should be used in situations where the student expects to resume academic responsibilities within 48 hours or less. The following conditions are in place for self-reporting of medical or extenuating circumstances:

- a. Students will be allowed a maximum of two self-reported absences between September and April, and one self-reported absence between May and August;
- b. The duration of the excused absence will be for a maximum of 48 hours from the time the Self-Reported Absence form is completed through the online portal, or from 8:30am the following morning if the form is submitted after 4:30pm;
- c. The duration of the excused absence will terminate prior to the end of the 48-hour period, should the student undertake significant academic responsibilities (e.g., write a test, submit a paper) during that time;
- d. The duration of an excused absence will terminate at 8:30am on the day following the last day of classes each semester, regardless of how many days of absence have elapsed;
- e. Self-reported absences will not be allowed for scheduled final examinations; for midterm examinations scheduled during the December examination period; or for final lab examinations (i.e., “bellringers”);
- f. Self-reporting may not be used for assessments (e.g., midterm exams, tests, reports, presentations, or essays) worth more than 30% of any given course;
- g. Students must be in touch with their instructors no later than 24 hours after the end of the period covered by the Self-Reported Absence form, to clarify how they will be expected to fulfil the academic expectations they may have missed

---

## **10.0 OTHER INFORMATION**

### *Use of Recording Devices and Course Content*

Course instructors own and retain the intellectual property rights of their teaching materials. These rights extend to materials used in online settings and digital