

**THE NATIONAL DEFENSE UNIVERSITY  
WASHINGTON, DC 20319**



**ELECTIVE 6019**

**SOCIAL MEDIA AS A SOURCE OF INFORMATION: LEGAL, POLICY & ETHICAL ISSUES**

**Academic Year 2020-2021**

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Ms. Joanna Seich  
Course Co-Director

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Dr. John W. Yeager  
Provost

**AY 2020/21 Elective NDU 6019:  
Social Media as a Source of Information – Legal, Policy & Ethical Issues**

This course will explore the important issues surrounding the use of social media as a source of information for the Department of Defense. For example, should you exploit the information just because you can? Can you trust it? Are you allowed to use it? If you don't use it, what are you missing? Students will consider the potential uses of information extracted from social media, and evaluate the legal and policy requirements that restrict DOD access to much of that information. Course Objectives: Students will be able to: 1) identify and differentiate the overlaps between traditional news media and news derived from social media; 2) develop strategies for applying information from social media to support a diverse mission set; and 3) evaluate the relevant legal, policy and ethical implications. Learning outcomes will be assessed through class participation, a digital deployment exercise, and an 800-1200 word paper. This course is included in the Emerging Information Technology concentration.

**(Class Limit 12) (2 Credit Hours)**

TUE, 0900–1100, 09/15/2019 – 12/08/2018

**Instructors:** Ms. Joanna Seich

**OPMEP Learning Objectives:** Learning Area 1 – Strategic Leadership. Leading, transforming and sustaining innovative, agile and ethical organizations in a joint, interagency, intergovernmental and multinational strategic environment.

**NDU Absence Policy:** This course follows the common NDU absence policy for electives:

1. Students must notify their assigned college's leadership and the course professor/instructor of absences in accordance with the College Absence/Leave Policy.
  - a. Foreseen absences (e.g. student travel) require prior notification.
  - b. Unforeseen absences (e.g. sudden personal injury or illness; sudden injury, illness, or death in the family, etc.) require notification as soon as possible, but no later than the first day the student returns to class.
2. It is the student's responsibility to complete any reading and coursework missed during the absence.
3. It is the student's responsibility to complete additional assignments as required by the professor/instructor.
4. Students who accumulate 4 or more foreseen or unforeseen absences will be required to participate in a performance review by the course's host college. For NDU elective courses, the AP-AA will coordinate the student performance review via the Student Performance Review Subcommittee.

**Course Requirements:** Students are required to meet the following course requirements:

- Prepare for each session by completing the assigned reading.
- Attend all sessions unless excused in accordance with the NDU Absence Policy.
- Participate in all course activities.
- Satisfactorily complete all course assignments.

**Means of Assessment:** Students will be assessed on the quality of their performance, based on:

- Demonstration of strategic (critical, creative, holistic, sophisticated, future-oriented) thinking.
- Facility for coherent, logical, defensible oral and written expression.
- Contribution to consensus-building.

- Engagement in collaborative problem-solving.
- Tolerance of complexity, ambiguity, and alternative and opposing viewpoints.
- Classroom participation.

**Grading Standards:** Total of 200 course points, distributed as follows:

- Classroom Participation – 30 pts
- Digital Deployment Exercise – 40 pts
- Paper – 30 pts

NDU Policy on Grades Correlation to Grade Points and Percentage Scales				
Letter Grade	Descriptor	Grade Points	Percentage Range	Percentage Range for Rounding
A	Exceptional Quality	4.00	93-100	92.50 - 100.00
A-	Superior Quality	3.70	90-92	89.50 - 92.49
B+	High Quality	3.30	87-89	86.50 - 89.49
B	Expected/Acceptable Quality	3.00	83-86	82.50 - 86.49
B-	Below Expected Quality	2.70	80-82	79.50 - 82.49
C	Unsatisfactory Quality	2.00	70-79	69.50 - 79.49
P	Pass	0.00	<i>N/A</i>	<i>N/A</i>
F	Fail/Unacceptable Level of Achievement	0.00	0-69	0 - 69.49

**ELECTIVE 6019: SOCIAL MEDIA – LEGAL, POLICY & ETHICAL ISSUES****AY20-21 Course Schedule**

#	Date/Time	Session	Presenters
1	09/15/2020 0900-1100	Introduction & Course Overview: Understanding the importance of New Media / Social Media 101	Joanna Seich
2	09/22/2020 0900-1100	Ethical Issues Relating to DOD Use of Social Media Information	Mark Mattox
3	9/29/2020 0900-1100	Crowd-sourcing and Other Non-commercial Uses of New Media	Joanna Seich
4	10/06/2020 0900-1100	US Government Policies on Information Gathering from New Media, noting Personally Identifiable Information (PII)	Cindy Stanley
5	10/13/2020 0900-1100	Cognitive Issues	TBD
6	10/20/2020 0900-1100	Fake News: Disinformation, Propaganda & Black PR	Joanna Seich
7	10/27/2020 0900-1100	Social Media as a Biological Weapon	Sarah Gamberini
8	11/3/2020 0900-1100	Government Exploitation of New Media via Outsourcing	Ray Cole
9	11/10/2020 0900-1100	International Perspectives on Government Use of Information Derived from New Media	Joanna Seich
10	11/17/2020 0900-1100	Potential Uses of Social Media Analytics	Bill Marcellino
11	12/1/2020 0900-1100	Commercial Exploitation of Data from Search & Social Media Activity	Bob Piccerillo
12	12/8/2020 0900-1100	<ul style="list-style-type: none"> <li>Digital Deployment Wrap Up and Final Discussion</li> </ul> Papers due 12/11/2020	Joanna Seich