University of Oklahoma
School of Library and Information Studies.

LIS 4633/5633 –
Design and Implementation of Networked Information Services.
Online Delivered Course – Fall 2011

Instructor:
Stacy Zemke, M.S.K.M, and M.A.
szemke@ou.edu

Office Hours – Thursdays 9:00-11:00, and by appointment
• during office hours, I will be available online (AOL screen name OUZemke or szemke@gmail.com), via email, and physically in my office (Bizzell room 120, or 325-3921)
• email (szemke@ou.edu) - For email sent outside of office hours, I will try to respond within 24 hours Monday through Friday. (place course number and purpose of correspondence in subject line of email – see item VII below)

Required Texts

Both books are available online (Amazon, Half – they are not in the bookstore this semester

I. Course Description: Design fundamentals for networked information services; implementation of storage, access, and distribution systems; knowledge representation methods; metadata and information structures; connectivity infrastructure; characteristics and behavior of networked audiences; systems use and usability. (From catalog)

II. Course Objectives: Upon completion of this course, students will be able to:
• Define the process of creating or redesigning information systems
• Demonstrate the basic steps of technology project management
• Utilize critical thinking and analysis of issues in managing a project
• Implement the basic tools of project management and website design
III. **Course Evaluation:** Each week you will have a variety of activities designed to introduce specific content (introductions and readings), provide opportunities to interact with the content and your classmates (journals and discussions) and complete assignments using the weekly content (weekly assignments and fieldtrips). In general each week is made up of the following activities…

• **Topic Introduction/lectures and Journal Entries**
  - Completed by Graduate and Undergraduate Students

  The weekly course lectures/introductions are designed to set the stage for that week’s theme and will contain certain aspects of the weekly content to focus on as well as additional web pages for you to view on that week’s topic. At the end of the lecture will be some reflective questions you will use to complete your Journal Entries - In this course, the journal entries are designed to do two things- 1, to gather your individual connections to the weekly topic and 2, report your thoughts and critical analysis of current issues. Your entry should be approximately 200 to 400 words in length.
  - **Graduate Students:**
    - Logistics –
      - These Introductions and Journal questions will be available on learn.ou.edu in the Content Section
      - Read the introduction early each week, ideally by Tuesday at midnight.
      - There is no Introduction/Journal quiz for graduate students.
  - **Undergraduate Students:**
    - Logistics –
      - The Introductions/Journal questions will be available on learn.ou.edu in the Content Section.
      - After reading the Introduction, review the Journal questions for that week.
      - Complete this activity by taking the Journal “quiz” this is where you will record your answers/thoughts to the weekly journal questions.

  **Average completion time** = 1.5 hours, including filling out the Journal assignment
  **Points per Introduction** = 15
  **Due - Wednesdays, at 11:00 p.m., of the week assigned unless otherwise specified (see weekly schedules in the course content area of learn.ou.edu).**
  **NOTE** – By submitting your journal you will earn 5 of the 15 points for the activity. The final points will be added based upon personal reflection and critical thinking shown in the journal.
• **Group Discussions** -
  Completed by **Graduate and Undergraduate Students**
  Each week you will have a discussion within your group. In general the
discussion will be over the previous week’s assignment.
  o **Logistics** –
    o Each individual in the group will be responsible for making at least
      3 discussion board posts, either as responses to other group
      members comments or to add your own ideas. At least 1 post
      must be made by **noon on Tuesday**. (See specific assignments
      for additional instructions)
    o After posting all of your responses, you will take a brief, one-
      question **Discussion Completion "quiz"** at learn.ou.edu.
    o Note: Though as the instructor I monitor the discussions, I will
      rarely contribute. The discussion board is a place for you to
      have a professional exchange of information - to convey your
      thoughts as well as listen to others. I constantly monitor the
      discussion board, but as with all professional interactions, the
      quality of that interaction and of your contribution is determined
      by you and your colleagues.
    o **Discussion Completion "quiz"** at learn.ou.edu.
    o Average completion time = 2 hours
    o Points per Discussion = 15
    o Due - **Fridays, at 11:00 p.m.**, of the week assigned unless otherwise
      specified (see weekly schedules in the course content area of
      learn.ou.edu

• **Weekly Textbook and Article Readings / Journal Article Discussion** –
  Completed by **Graduate Students ONLY**
  Each week you will have reading assignments from the required textbook
  and/or reserve readings to complete, the specific assignments are
  available in the content area of learn.ou.edu.
  **Logistics:**
  • Average reading completion time = 2-4 hours, will vary based
    on amount of reading.
  • **DO NOT** take the weekly reading quiz – this is not required for
  graduate students

**In addition** to completing the assigned textbook reading for each week,
graduate students will read an additional set of journal articles covering
the weekly topic, and participate in a discussion with fellow graduate
students over the articles.
  • **Logistics** – You will participate throughout the week in a
    discussion of the articles. Each student must post an initial
    comment/article summary by Wednesday at noon. More specifics
    in the discussion areas
  • Points per discussion = 15
  • Due by **Fridays at 11:00 p.m.**
• **Weekly Readings and Reading Quizzes** - 
Completed by *Undergraduate* Students ONLY
  
  o **Logistics:**
    • Each week you will have reading assignments from the required textbook and/or reserve readings to complete
    • Average reading completion time = 2-4 hours, will vary based on amount of reading.

  Each week you will have a **brief quiz - 15 to 25 questions** - covering the readings for that week. These quizzes are **open book** and are designed to help you identify some of the important information in the text as well as encourage you to read the text.
  
  • **Logistics** - Quizzes will be available at learn.ou.edu. You may take each quiz a total of 3 times and your grade will be determined by averaging the scores from each attempt
  • Average completion time for quiz = 20 minutes
  • Points per Quiz = 15
  • Due – **Saturdays at 11:00 p.m.**

• **Weekly Assignments – Graduate and Undergraduate Students**

  For most weeks of the course, you will complete an assignment applying the content you learned that week to an aspect of the re-design of your website. These assignments are intended to help you gather evidence and content for your final project - a written website re-design proposal. **Many assignments will require research and interaction with potential users of your website.**

  o **Logistics** -
    • Each assignment must be
      • Submitted on time
      • Contain **substantive content**, in other words, it should
        o Follow the assignment parameters
        o Contain **critical analysis** of the issues proposed in the assignment
        o Contain possible solutions or uses for the information gathered in the assignment

      • You will type up all assignments in MSWord, Notepad, Pages or TextEdit and post in the dropbox for that assignment.

    • Average completion time = 1 to 1.5 hours
    • Points per Assignment = 20
    • Due - **Sunday, 11:00 p.m.** of the week assigned unless otherwise specified (see weekly schedules in the course content area of learn.ou.edu).

• **Field trips - Graduate and Undergraduate Students**

  Throughout the semester, there will be occasional field trips. These will be investigative assignments, with a brief written introduction, links to websites for additional background information, and an exploration of the web technology chosen for the field trip.

  o **Logistics** - The field trips will include reading the introduction in the content area of learn.ou.edu, visiting the technology website that is the focus of the field trip and completing an assignment (quiz or written).
• **Graduate Research Paper:** Each graduate student will complete and turn in a research paper exploring a current issue, topic, initiative, or development in information technology management (see specific assignment in D2L Content area)
  o Points = 140

• **Final Website Re-design Proposal - Graduate and Undergraduate Students**
  You will create a website re-design proposal that could be delivered to a potential client. This proposal will incorporate the information and content from the weekly assignments in a refined written document that would be suitable for delivery to a client to convince that client to hire you to re-design their website.
  o **Logistics** - The specific assignment will be made available on learn.ou.edu in the Content Section. You will create your document in MSWord, Notepad or TextEdit (Macintosh) and post in the dropbox for the final proposal assignment. This assignment will consist of an annotated PowerPoint presentation and a completed project proposal.
  o Average completion time = 8 hours
  o Points = 140
  o Due – **Tuesday, December 11th, 11:00 p.m.**

**IV. Late Assignments:** No late assignments will be accepted w/out prior approval of the instructor. All late work is subject to a 10% reduction for each day the assignment is late, even with prior approval. All late work must be turned in within one week of the original due date. Course content is available two weeks before it is do, so you can work ahead if you have planned time away from class.

**V. Technical Issues:** A computer is required to complete this online course. Have a backup plan if the primary computer you use becomes unavailable. No late work due to technical issues (Network access, computer breakdown etc) will be accepted without a case number from OU IT Help Desk support – call them first at 325-4357 if you have a technical issue.
VI. Grading Criteria: For each assignment, you will be graded based on your fulfillment of that assignment, as well as your critical thinking and additional perspectives and information you bring to the assignment. In general:

- **A: exceeded** expectations, assignment work above what is required, superior effort, organization, presentation, and critical thinking/assimilation of information into overall course goals; 90-100%
- **B: met all expectations** as specified for the assignment in a professional manner, some additional effort and critical thinking; 80-89%
- **C: met minimum** assignment requirements, simply completing all of the steps w/out additional critical thinking and assimilation into overall course goals; 70-79%
- **D: did not meet** minimum requirements but shows evidence of being able to complete the assignment; 60-69%
- **F: did not meet** minimum requirements for the assignment; 0-59%

VII. Grading adjustments: I do not adjust grades: there is no rounding up, there is no extra credit. Any pre-approved late assignment must be turn in within one week after the due date to receive credit. I consider it a breech of a students academic integrity to

- State that you need a specific grade or a higher grade to maintain a scholarship or membership in an organization,
- Ask for extra credit to raise your grade,
- Ask for a grade to be rounded up,
- Ask for a higher grade for any reason.

VIII. Grade Distribution Undergraduates

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<th>Item</th>
<th>Points</th>
<th>Iterations</th>
<th>Total</th>
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<tbody>
<tr>
<td>Introduction/Journal Quiz</td>
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<td>14</td>
<td>210</td>
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<tr>
<td>Reading Quiz</td>
<td>15</td>
<td>13</td>
<td>195</td>
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<tr>
<td>Discussion</td>
<td>15</td>
<td>14</td>
<td>210</td>
</tr>
<tr>
<td>Weekly Assignments</td>
<td>20</td>
<td>10</td>
<td>200</td>
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<tr>
<td>Field Trips</td>
<td>10</td>
<td>4</td>
<td>40</td>
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<tr>
<td>Proposal - Final</td>
<td>160</td>
<td>1</td>
<td>145</td>
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<tr>
<td><strong>Total</strong></td>
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Grade Distribution Graduates

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<th>Item</th>
<th>Points</th>
<th>Iterations</th>
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</thead>
<tbody>
<tr>
<td>General Discussion</td>
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<tr>
<td>Weekly Assignments</td>
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<tr>
<td>Field Trips</td>
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<td>Graduate Discussion</td>
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<td>Graduate Paper</td>
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<td>Proposal - Final</td>
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<td>1</td>
<td>145</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
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</tr>
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IX. Contacting the Instructor

- **During office hours**, I will be available
  - in my office (Bizzell room 120, or 325-3921)
  - online (AOL screen name OUZemke),
  - via email, and physically
  - If for any reason I have to reschedule office hours, I will post an announcement in learn.ou.edu.

- **Email, outside of office hours.** ([szemke@ou.edu](mailto:szemke@ou.edu)) -
  - Any email that you send to me for the class must contain this information in the subject line
    - The course designation....(LIS 4103)
    - the main subject of the message (not just your name, or question about class) but something that lets me know what your email is about
    - I will not respond to emails that do not contain this information in the subject line.
  - For email sent outside of office hours, I will try to respond within 24 hours during the school week.

X. **Syllabus Changes** – this syllabus is subject to change. Any changes will be posted in D2L.
### Weekly Topics

<table>
<thead>
<tr>
<th>WEEK</th>
<th>TOPICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Course Introduction</td>
</tr>
</tbody>
</table>
| Week 2 | Usability – What is it?  
Readings:  
• Brinck - Introduction and Chapter 1, pp 14 – 19 only  
• Friedlin Chapters 1, 2, and 3, pp 3 - 54 |
| Week 3 | Project Management Introduction  
Readings:  
• Brinck - Chapter 1 - pp 21 – 35 only  
• Friedlin Chapters 1, 2, and 3, pp 3 – 54 (continued)  
Field Trip: Wikipedia |
| Week 4 | User Profiles/Scenarios  
Readings: Brinck - Chapter 2 |
| Week 5 | Website Analysis and setting Goals  
Readings:  
• Brinck - Chapter 3, pp. 64 - 93  
• Friedlein - Chapter 4, pp 55-75 |
| Week 6 | Task Analysis  
Readings: Brinck - Chapter 4 - pages 96-117 |
| Week 7 | Information Architecture  
Readings: Brinck - Chapter 5 - pp. 120 to 177 |
| Week 8 | Creating Solutions  
Readings: Friedlein - Chapter 5 - pages 77-97  
Field Trip: Accessibility |
| Week 9 | Designing Webpage Layouts  
Readings: Brinck - Chapters 6 - pp 180 to 210 |
| Week 10 | How to Illustrate Design  
Readings: Brinck – Chapters 7 - pp 212 to 243  
Field Trip - Geolocation |
| Week 11 | Content Management  
Readings:  
• Brinck Chapter 8 - pp 246 - 301  
• Friedlein Chapter 7, pp 129-164 |
| Week 12 | Production/Construction  
Readings:  
• Brinck Chapter 9 - pp 304 - 337  
• Friedlein Chapter 6 - pp 99 – 137 & Chapter 8 - pp 165 - 199 |
| Week 13 | Launching a Website  
Readings  
• Brinck, Chapter 11, pp.368 - 402  
• Friedlein, Chapter 9, pp 201-216 and Chapter 10, pp. 217 - 232  
Field Trip - Facebook |
| Week 14 | Thanksgiving Break |
| Week 15 | Site Evaluation  
Readings  
• Brinck, Chapter 12, pp.406 - 441  
• Friedlein, Chapter 11, pp 233 - 249 and Chapter 12, pp 253-302 |
| Week 16 | Course Review |
VI. RELATED POLICIES

- **Grades of Incomplete (I)**
  The University has strict conditions under which a student is given an incomplete in a regularly scheduled, letter-graded course. A grade of Incomplete (I) will be given only for a justifiable reason (due to unavoidable circumstances, not lack of planning on the student's part) and only if the student is passing the course. Incompletes are designed for students who cannot complete the LAST 10% to 30% of the required assignments, generally only the final exam or a last written assignment.

  **It is the responsibility of the student to request a grade of Incomplete (I) and to meet with the instructor as early as possible to determine and document the requirements for completing the course.** Prior to requesting an Incomplete (I), students are urged to consult with their academic advisors.

  Any incomplete granted must be removed by the deadline specified by the instructor. The time limit set for removal of an incomplete will take into account the circumstances of the situation but cannot exceed one (1) calendar year.

- **Absence for religious holidays**
  “It is the policy of the University to excuse absences of students that result from religious observances and to provide without penalty for the rescheduling of examinations and additional required class work that may fall on religious holidays.” (Section 3.13.2, *The Faculty Handbook*). Students who plan to observe a religious holiday should notify the instructor as soon as possible in order to make appropriate arrangements for class work or rescheduling of examinations.

- **Reasonable accommodations**
  The University of Oklahoma is committed to providing reasonable accommodation for all students with disabilities. Any student in this course who has a disability that may prevent him or her from fully demonstrating his or her abilities should contact the instructor as soon as possible to discuss accommodations necessary to ensure full participation and facilitate educational opportunities. Students requesting accommodations are required to contact the Office of Disability Services. This office accepts requests from students for reasonable accommodation after the student has self-identified as an individual with a disability. The Office of Disability Services on the Norman campus is located in Goddard Health Center, Suite 166, phone 405/325-3852 or TDD only 405/325-4173. On the OU-Tulsa campus, students should contact the OU-Tulsa Student Affairs located in Room 1C 53.

- **Academic Calendar.**
  The University academic calendar is available at [http://www.ou.edu/admissions/home/academic_calendar.html](http://www.ou.edu/admissions/home/academic_calendar.html)

- **Codes and policies of behavior**
  To protect its faculty and students, the School fully subscribes to the University's codes, policies, and procedures involving academic misconduct; grievances; sexual, racial, and ethnic harassment; and discrimination based on disability. You
should acquaint yourself with both your responsibilities and your protections. Links are available from http://www.ou.edu/provost/pronew/

• University of Oklahoma’s Position on Academic Integrity:
  Quoted From: http://integrity.ou.edu/students_guide.html

  Academic Integrity: (the following statement is extracted from http://www.ou.edu/provost/integrity -- all students are encouraged to review the OU policy and to discuss any issues or questions with me)

  o Academic integrity means honesty and responsibility in scholarship. Professors have to obey rules of honest scholarship, and so do students. Here are the basic assumptions about academic work at the University of Oklahoma:

    • Students attend OU in order to learn and grow.
    • Academic assignments exist for the sake of this goal.
    • Grades exist to show how fully the goal is attained.
    • Thus, all work and all grades should result from the student's own effort to learn and grow. Academic work completed any other way is pointless, and grades obtained any other way are fraudulent.

  o Academic integrity means understanding and respecting these basic truths, without which no university can exist. Academic misconduct -- "cheating" -- is not just "against the rules." It violates the assumptions at the heart of all learning. It destroys the mutual trust and respect that should exist between student and professor. Finally, it is unfair to students who earn their grades honestly.

• UOSA Honor Pledge.
  During the Spring 2004 semester, the University of Oklahoma Student Association passed, with the concurrence of the Faculty Senate, a resolution encouraging the use of an integrity pledge on all major assignments. The Pledge reads:

  On my honor, I affirm that I have neither given nor received inappropriate aid in the completion of this exercise.

• Useful links
  Students should review expectations for the academic integrity of work by reading and reviewing the items posted at the URLs listed below.

  o Academic Integrity http://integrity.ou.edu/index.html
  o Plagiarism Examples http://integrity.ou.edu/files/nine_things_you_should_know.pdf
  o Writing Center http://www.ou.edu/writingcenter/
  o Academic Misconduct http://integrity.ou.edu/summary_of_the_process.html