

University of Kentucky
School of Journalism and Telecommunications

MAS 490-001: Special Topics in Media Industry Studies

Theory and Practice of Mobile Applications

Spring 2012 213 Whitehall Classroom Building

Tuesdays and Thursdays 11:00 AM – 12:15 PM

Professor: John F. Clark
Office: 217 Grehan Building
Office hours: MW Noon – 1:30 PM
and by appointment
Office phone: (859) 257-2810
E-mail: jclark@uky.edu
Course website: <http://www.uky.edu/~jclark/mas490apps>

COURSE DESCRIPTION

Over six billion people worldwide now own or have access to a mobile phone. While traditional wire line voice traffic continues to decline, advances in smart phone and tablet technologies are creating and driving a tremendous level of interest and demand in audio and video content – not the least of which is the emergence of the smart phone as the new frontier for television. The range of applications is significant, including the realms of entertainment, education, news, finance, games, government, medicine, supply-chain, consumer services, retail, social networking, and sex.

In other words, mobile technology is instrumental to the future of communication, business, and entertainment. Consumers use handheld devices to work, connect, and play – and skilled practitioners are needed to develop, produce and market applications and devices to meet the growing demand for new services. This course provides a solid grounding in the history, technology, future developments and practical applications of mobile devices and applications in business, education, public and commercial services. The success of the next generation of mobile systems will depend largely on the ability of industry and academia to develop and provide appropriate applications to the users of the new mobile and wireless world. Hopefully, some of you will become a part of this process.

This is not a highly technical course. However, we will take a look at a wide range of mobile communications technologies and applications, examining their capabilities and limitations, in order to more fully understand appropriate applications of technologies to meet both business and consumer needs. In addition to gaining a basic understanding of the technological components of mobile devices and networks, we will examine the applications available for a range of wireless devices and the factors that must be considered when designing software, for instance, the theory and practice of space and time optimization for these relatively small and comparatively slow devices. You will be introduced to development tools and the arcane world of coding in Objective C. We will also identify and examine the implications of security, legal, privacy, and other social issues associated with wireless and mobile computing and applications.

REQUIRED READING

You're in luck. I haven't been able to find a textbook that comes remotely close to achieving the goals of this course. That doesn't mean you won't have some reading to do. However, I will either provide you with the material or point you in the right direction. Most of your reading will be associated with the research you undertake to complete the research paper, the case study, and the reaction paper, though I am toying with the idea of incorporating some research into the exams, as well.

EVALUATION EXPECTATIONS

Your grade for this course will be based on your weighted and averaged scores for a research paper, a case study/presentation, a mid-term examination, a final examination, a reaction paper, and your attendance in class.

Research Paper	25%
Case Study/Presentation	20%
Midterm Exam	15%
Final Exam	15%
Reaction Paper	15%
Attendance	10%

Research Paper: You will be writing a formal research paper on a topic of your choosing within the confines of the general topic of mobile applications and interactivity. Additionally, you will limit the topic of your paper to one of four categories: education, business-to-business (B2B), civic participation and/or government, and entertainment. Part of your grade will be based on a number of preliminary steps you take – at intervals throughout the semester you will be expected to submit a topic paragraph for my approval, an annotated bibliography, and a two-page outline of the paper. The completed paper will be 10-12 pages in length and will conform to APA style. I will provide you with further guidelines and a list of possible topics later in the semester.

Case Study Presentation: This assignment requires you to write a five-six page explanation and analysis of a mobile application associated with a specific business or organization. It will be up to you to pick the business or organization and the app, but your choices will be subject to my approval. Needless to say, both the app and its intended purpose should be sufficiently complex to provide the subject matter for this assignment. Additionally, on an assigned date, you will make a 12-15 minute PowerPoint presentation to the class based on your paper. You will also provide a brief (one page), comprehensible outline to be distributed to each student.

Examinations: Both of the exams will consist of a number of short-answer questions, along with one or two essay questions. In the interests of higher academic success and happiness, I will magnanimously provide you with my notes throughout the semester and a general indication of the nature of potential essay questions before each exam.

Reaction Paper: This assignment requires you to write a five-six page paper based on an explanation and analysis of, and personal reaction to, some specific component of the curriculum of this course. With

that said, the subject matter of the paper is really your favorite subject: you. You will be asked to assimilate the first few lectures of the course and then write about what you have learned through the filter of your own life and experiences and the lives and experiences of your friends and family. Per the February 9 date in the schedule, be prepared to discuss your experiences.

Attendance: Attendance for each class is strictly voluntary. It's not my responsibility to make sure you come to class. After all, each of you is old enough to drive, vote, serve in the military, think for yourself, and bear the consequences of your actions. With that said, the consequences of your actions if you miss class will be the loss of five percent of your attendance grade for every absence, unless you notify me of your absence beforehand or have a verifiable excuse after the fact.

Grading Policy:

- A Excellent work, 90 – 100
- B Good work, 80 – 89
- C Barely satisfactory work, 70 – 79
- D Inferior work, 60 – 69
- E Unacceptable work, below 60

THE USUAL WARNINGS

Make-up exams and late papers will not be allowed without a valid and verifiable reason. The definition of valid and verifiable is left totally to my discretion. It is required that all work submitted for a grade is the original work of the student whose name appears on it, and that the work was prepared expressly for this course. Any use of a cell phone or digital assistant or even the appearance of these devices during an exam will be construed as cheating. Any student caught cheating or copying from another's exam or in any way plagiarizing from any source, whether published or not, will be sanctioned according to University rules. At the very least, he or she will receive a failing grade for the course.

CLASS SCHEDULE

- January 12 Introduction to the course and to each other
- January 17 A Brief History of Mobile Communications
- January 19 A Brief History of Mobile Applications
- January 24 Mobile Applications for Education
- January 26 Mobile Applications for Business and Civic Affairs
- January 31 Mobile Applications for Retail and Entertainment

February 1 (Wednesday)	Last day to drop this course without it appearing on your transcript and last day to change your grading option
February 2	Legal and Social Issues Associated with Wireless and Mobile Computing
February 7	Legal and Social Issues Associated with Wireless and Mobile Computing
February 9	Roundtable discussion on the reaction paper Reaction Paper Due
February 14	Planet of the Apps Video
February 16	Student Presentations
February 21	iPhone Development: Design and Coding iPhone Development: HelloWorld Phases 1 and 2
February 23	Guest speaker: Heather Chandler
February 28	iPhone Development: Navigation Phases 1-4 Topic Paragraph Due
March 1	Student Presentations
March 5 (Monday)	Midterm of the semester
March 6	Midterm Exam
March 8	Reflection on the Midterm Exam and other soul-searching activities
March 12-17 (Spring Break)	Academic holidays – show up only if you are completely clueless
March 20	Guest Speaker
March 22	Student Presentations
March 27	Guest Speaker Annotated Bibliography Due
March 29	Student Presentations
April 3	iPhone Development: ViewSwitcher Phase 1 and 2
April 5	Student Presentations

April 6 (Friday)	Last day to withdraw from this course with a "W"
April 10	Student Presentations
April 12	Student Presentations
April 17	Future Developments in Mobile Applications Detailed Outline Due
April 19	Student Presentations
April 24	Guest Speaker Research Paper Due
April 26	Review, Wrap-up, Reflection – or something! Teaching and Course Evaluations
May 3 (Thursday)	Final Exam – 1:00 PM in 213 Whitehall Classroom Building