



AG 512: Methods of Technological Change
COURSE SYLLABUS: Fall 2022
Second sub-term

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COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings:

Textbook(s) Required: Rogers, E.M. (2003). *Diffusion of innovations*. Freepress, 5th ed.

Supplemental readings are embedded throughout the course.

Course Description: This course will focus on the processes by which professional change agents (for example, extension agents) influence the introduction, adoption, and diffusion of technological change. The interlocking relationships of technology, culture, and society and the role of the change agent in affecting those relationships will be covered. Students will learn how to predict and minimize the undesirable consequences of change and how to enhance the development of communication skills required when working with people.

Student Learning Outcomes:

Learning outcomes are what you are able to do as a result of the activities, readings, instruction, etc. that have occurred in this course - these are my expectations of you. Assignments/activities related to these outcomes are described in the assignments and assessments portion of the syllabus.

1. The learner will be an active and engaged participant in discussion forums within his/her learning community by analyzing, constructing/creating, and evaluating information presented within the textbook, external readings/resources, student research, and class activities.
2. The learner will conduct a series of three activities (such as concept mapping, interviewing, and case study analysis) via a variety of collaborations (synchronous/asynchronous, small group, one/one, individual) to demonstrate understanding of particular topics (diffusion, adopter categories, innovation decision process and being an agent of change) related to course content.
3. The learner will prepare a capstone project, either alone or in groups, to demonstrate thorough knowledge and understanding of all elements of the innovation-diffusion process through online discussions and a variety of activities to include:

- Elements of diffusion
- History of diffusion research and its contributions
- Innovation-development process
- Innovation-decision process
- Attributes (characteristics) of innovations and rate of adoption
- Level of innovativeness and adopter categories
- Diffusion networks
- The role of the change agent
- Innovations within organizations
- Consequences of innovations

COURSE REQUIREMENTS

Instructional Methods / Activities/ Assessments

This course is made up of a series of assignments and assessments to assist you in achieving the course learning outcomes. Each week you will work on various combinations of assignments, activities, discussions, readings, research, etc. which will be made available to you on each Friday and close on the following Sunday - allowing for 10 days total to complete the activities.

There are three main assignments/themes for this course: the online discussions in combination with the innovation activities, and the capstone project. The following sections describe the assignments with rubrics for assessment attached.

Discussion Forums: 7 total for 10 points/discussion totaling 70 points

Learning Outcome #1: The learner will be an active and engaged participant in discussion forums within his/her learning community by analyzing, constructing/creating, and evaluating information presented within the textbook, external readings/resources, student research, and class activities.

Description: The discussion forums are related to the chapter readings, external resources and activities. Upon completion or near completion of the assigned readings and activities, you are expected to engage in an **ongoing** discussion/debate with your learning community peers. Your contributions to the discussion forums will be graded for **quality** not quantity, **timeliness** of your contributions, and a **detailed analysis** of linking together theory (readings) to application (activities).

One major piece of advice for this assignment....To avoid point deduction, you should have an original post (response to the question) by Friday and interact at least two of your peers over the weekend.

Assessment Method:

5=Excellent; 4=Good; 3=Meets Expectations; 2=Needs Work; 1=Below Expectations					
Quality and thoroughness of response in original post. Must be posted on or before Friday	5	4	3	2	1
Quality and level of interaction with at least two others in forum providing more than "I agree" statements	5	4	3	2	1

Innovation Activities: 3 total @ 10 points/activity totaling 30 points

Learning Outcome #2: The learner will conduct a series of three activities (such as concept mapping, case study analysis, and interviewing) via a variety of collaborations (asynchronous, small group, one/one, individual) to demonstrate understanding of particular topics (diffusion, adopter categories, innovation decision process and being an agent of change) related to course content.

Description: On occasion, we will conduct an activity to further assist you in developing an understanding of diffusion/adoption utilizing a variety of approaches such as case studies, problem solving exercises/role playing, etc. At times, these activities may be as simple as you developing a concept map that symbolizes your understanding of a point in this theory, or an via a discussion forum in small groups where you will play the role of the change agent, or adopter in the innovation decision

making process. Such assignments will be noted as **Activity:** and given an identifying name such as **Activity: Case Study Analysis**

Assessment Method:

5=Excellent; 4=Good; 3=Meets Expectations; 2=Needs Work; 1=Below Expectations					
Quality of activity produced	5	4	3	2	1
Addressed all of the components to the activity	5	4	3	2	1

Grading

Grades will be determined via a simple point system and grading rubrics. Rubrics are posted in the course syllabus under each assignment description. **You** are responsible for reviewing them prior to submitting an assignment - they tell you all you need to know in order to earn a passing grade in this course.

Total Points Possible: 100

100-90=A

89-80=B

79-70=C

69-0=F

TENTATIVE COURSE OUTLINE / CALENDAR FALL 2022

Week	Activities
1	Introductions Readings: Chapter's 1-3 Discussion – Elements of Diffusion Activity #1: Concept map
2	Readings: Chapter 4 Discussion: Innovation Development Process
3	Readings: Chapter 5 Discussion: Innovation Decision Process
4	Reading Chapter's 6 & 7 Discussion: Innovation Attributes Activity #2: Adopter Interviews
5	Reading: Chapter's 8 & 9 Discussion: Opinion Leaders and Change Agents

6	Reading: Chapter's 10 & 11 Discussion: Innovations in Organizations & Consequences
7	Activity #3: Case Study Analysis
8	Final forum: My Aha's

COURSE AND UNIVERSITY PROCEDURES/POLICIES

University Specific Procedures

Student Conduct All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the Student Guidebook.

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

TAMUC Attendance For more information about the attendance policy please visit the Attendance webpage and Procedure 13.99.99.R0.01.

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures: Undergraduate Academic Dishonesty 13.99.99.R0.03 Undergraduate Student Academic Dishonesty Form

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/documents/13.99.99.R0.03UndergraduateStudentAcademicDishonestyForm.pdf>

Graduate Student Academic Dishonesty Form

<http://www.tamuc.edu/academics/graduateschool/faculty/GraduateStudentAcademicDishonestyFormold.pdf>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

Students with Disabilities-- ADA Statement

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this

legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities.

If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services Texas A&M University-Commerce
Velma K. Waters Library Rm 162 Phone (903) 886-5150 or (903) 886-5835 Fax (903) 468-8148
Email: studentdisabilityservices@tamuc.edu

Website: Office of Student Disability Resources and Services
<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

Nondiscrimination Notice

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Campus Concealed Carry Statement Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to the Carrying Concealed Handguns On Campus document and/or consult your event organizer. Web url: <http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf> Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&MCommerce campuses. Report violations to the University Police Department at 903- 886-5868 or 9-1-1. A&M-Commerce

Supports Students' Mental Health The Counseling Center at A&M-Commerce, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit www.tamuc.edu/counsel