



Risk, Trust, Credibility & Public Participation |V550 | Syllabus May 2018

Class meets in PV A203 / A205

Instructor Contact Information

Instructor: John Godec and Marc Lame, PhD

Contact: *Contact me through Canvas Inbox. Please allow for a 24-hour response time.*

Cell Phone: (812) 320-2927

Office: 341A School of Environmental and Public Affairs, Bloomington

Office Hours: 2 - 5 pm on Tuesday (May 9th), Wednesday (May 10th), and Thursday (May 11th)

No Prerequisites

Course Description

The goal of this course is to develop an appreciation regarding the critical nature of risk communication and public involvement by managers in the public/non-profit sectors and introduce students to skills crucial to communicating as professionals.

Course Website

You will participate in this course using the [IU Canvas learning management platform system](#). Once you are in the platform you can learn how to use Canvas effectively, by clicking the “Help” link on the top right of the course page on Canvas.

Learning Outcomes

By the end of this course, you will be able to:

- Recognize both effective and non-effective public participation programs, strategies and techniques.
- Develop a foundation for communication as the major platform for public participation and risk communication
- Develop a better understanding of government audiences and customers, including the hopes and concerns they may have related to a decision, and the roles they anticipate playing in the decision process
- Select appropriate levels of public participation
- Set objectives to achieve public participation goals
- Understand public participation planning
- Plan for communications to support the public participation process
- Learn to better recognize issues and situations that are likely to result in public conflict
- Understand ways of avoiding and/or mitigating public conflicts



- Communicate more effectively throughout the public policy development process and under varied circumstances

Course Requirements

Required Text

There is no required textbook. There will be occasional required reading on file and in your syllabus.

Recommended Text

- The Righteous Mind - *Why Good People Are Divided by Politics and Religion* – Jonathan Haidt
- Influence – Robert Cialdini
- I'm Right and You're an Idiot – James Hoggan
- Negotiating the Nonnegotiable – Daniel Shapiro
- Never Split the Difference - *Negotiating as if your life depended on it* – Chris Voss
- Standing in the Fire – Larry Dressler
- You Say More Than You Think – Janine Driver
- You Just Don't Understand – Deborah Tannen
- The Public Participation Handbook – James L. Creighton

Recommended Websites

- IAP2.org
- PeterSandman.com

Technical Requirements

You will need the following in order to participate in this course:

- Computer;
- Reliable internet connection;
- Computer microphone;
- Some way to make and post a simple video (e.g., using a webcam, or a smart phone);
- Open Canvas in a Mozilla Firefox browser

Technical Support

You may also receive support from

- [University Information Technology Services \(UITS\)](#) (human support)
 - [IU Knowledge Base \(IUKB\)](#) (guides)
 - [IUware](#) (download free software)
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Descriptions of Course Activities and Assignments

Exam (Worth 30 points)

There will be one exam covering the online and classroom material.



Strategic Communication Plan (Worth 5 points)

Description

Quiz – Email as a Communication Device (Worth 5 Points)

Description

Overview of the Assignment Grades

The table below provides an overview of how much each assignment is worth and when it is due.

Course Assessments	Percentage of Grade	Due Dates
Exam	30%	<ul style="list-style-type: none">• 5/14
Strategic Communication Plan	5%	<ul style="list-style-type: none">• 5/10
Online (includes Quiz – Email as Communication Device)	5%	<ul style="list-style-type: none">• 5/7• 5/8• 5/9
Classroom participation	60%	<ul style="list-style-type: none">• 5/12• 5/13• 5/14
Total	100%	

Grading Scale

Grade	% Range
A	94-100
A-	90-93
B+	87-89
B	84-86
B-	80-83
C+	77-79
C	74-76
C-	70-73
D+	67-69
D	64-66
D-	60-63
F	<60%



University Policies

Accommodations

Every attempt will be made to accommodate qualified students with disabilities (e.g. mental health, learning, chronic health, physical, hearing, vision neurological, etc.) You must have established your eligibility for support services through the appropriate office that services students with disabilities. Note that services are confidential, may take time to put into place and are not retroactive; Captions and alternate media for print materials may take three or more weeks to get produced. Please contact your campus office as soon as possible if accommodations are needed. [Find your campus office serving students with disabilities.](#)

Intellectual Dishonesty

All work should be your original product, unless explicitly noted otherwise. Any materials you reference or take from others should be properly cited. Cheating, plagiarism, or fabrication in any form will not be tolerated, regardless of any justification. For more detailed information see the [Student Responsibilities section of the Code of Student Rights, Responsibilities, and Conduct](#). Academic misconduct will not be tolerated. The minimum consequence is failing the assignment. In a case of more serious offense, a student may fail the course. **Students should NOT present work from other courses in this class (i.e., using pieces of previous papers you have done is considered plagiarism).** I may use the services of Turnitin.com to check for originality of your written work.

Title IX Sexual Misconduct

As your instructor, one of my responsibilities is to help create a safe learning environment on our campus. Title IX and our own Sexual Misconduct policy prohibit sexual misconduct. If you have experienced sexual misconduct, or know someone who has, the University can help. I encourage you to visit [Stop Sexual Violence website](#) to learn more. If you are seeking help and would like to speak to someone confidentially, you can make an appointment with a [Mental Health Counselor on campus.](#)

It is also important that you know that federal regulations and University policy require me to promptly convey any information about potential sexual misconduct known to me to our Deputy Title IX Coordinator or IU's Title IX Coordinator. In that event, they will work with a small number of others on campus to ensure that appropriate measures are taken and resources are made available to the student who may have been harmed. Protecting a student's privacy is of utmost concern, and all involved will only share information with those that need to know to ensure the University can respond and assist.

Code of Student Rights, Responsibilities, and Conduct

Students are expected to adhere to the Code of Student Rights, Responsibilities, and Conduct at all times. Any inappropriate behavior, disruptive conduct (e.g., engaging in hostile or disrespectful commentary on the site, or discussing irrelevant evidence) or non-compliance with faculty directions can result in a charge of Academic and/or Personal Misconduct, the consequence of which could be a variety of sanctions either from the instructor or the Dean of Students. For more information see [The Code of Student Rights, Responsibilities, and Conduct.](#)



Campus X Grading Policies

The following includes highlights paraphrased from several campus or university policies pertaining to grades and grading. For official descriptions of these and other related policies, click the Campus Course Policies button on your Canvas tool bar and then click the link for x Campus Academic Policies.

Grade Appeal

If you believe the grade received in a course is incorrect, you should follow the Grade Appeal Policy. The initial appeals process states that

Dropping a Course

During the first week of classes you may drop a class with no grade recorded on your transcript. From the second week of classes through the ninth week (the 'auto W' period), you may withdraw from a class with an automatic grade of 'W'. This will be recorded on your transcript, but not included in your GPA.

After the ninth week (and before the final exam period), a student wishing to withdraw with a grade of 'W' must be passing the course at that time. You must complete a 'Drop Only' form and contact the offices listed for signatures before giving the form to the instructor. The instructor will confirm on the form that you are passing at that time for a 'W' grade or that your grade is an 'F'. This 'F' grade WILL be included in calculation of your GPA.

Faculty members are required to report any student who stops attending a class and does not withdraw (with a grade of 'W' or 'F'). Failure of a course due to non-attendance may affect financial aid award amounts.

Course Expectations

Classroom Civility

It is important to build a classroom climate that is welcoming and safe for everyone. Please display respect for everyone in the class. You should avoid racist, sexist, homophobic, or other negative language that may exclude members of our campus and classroom community.

Participation

Beginning May 8th, you should log into the online Canvas course site daily. You will be responsible for reviewing the lectures, reading materials, and completing all assignments for Modules 1, 2, & 3. Activities and assignments will be posted in advance providing ample time for completion. Please plan your schedules accordingly.

Course Absence

Three unexcused absences will result in the reduction of one letter grade (e.g. B to C).

- Students are expected to attend class regularly and to be prepared for class.
- Students must be punctual in their arrival to class and be present and attentive for the duration of the class.



- Giving false information regarding absences to one's instructor for the purpose of avoiding a grading penalty is an act of academic misconduct.
- Students must contact me by email at the start of their illness, and that they can expect to be given homework to be completed for attendance credit while they are sick. This will mean designing meaningful assignments that helps students keep apprised of progress in your class. Policies such as this may also deter students from using the flu as an excuse when they are not really ill. See <http://www.iub.edu/~prepare/alt-instruction.shtml>
- I will require you to complete a "form" regarding their request for an excused absence. Being required to sign one's name to a document tends to reduce dishonesty. It also provides the instructor with documentation of the event.
- Faculty do not have to consider accommodations for the purpose of allowing students to travel away from Bloomington for a religious observance.
- Any student who is unable to attend classes or participate in any examination, study, or work requirement on some particular day(s) because of their religious beliefs (his/her) must be given the opportunity to make up the work which was missed, provided that the makeup work does not create an unreasonable burden upon Indiana University. Upon request and timely notice, students shall be provided reasonable accommodation.
- Attendance policies allowing for a specific number of dates to be missed without impact on a student's grade should not count within that number absences for religious observance. Making accommodations requires faculty and students to find suitable accommodation to cover the material from the course and complete all required work, including exams. It is not an appropriate accommodation to permit a student to not complete a portion of material from the course, or to miss an exam, and simply reduce that student's grade.
- Under IU policy, students are required to request accommodation for religious observance before, not after, it occurs (the deadline for such requests suggested by the policy is the end of the second week of a regular semester, though instructors can extend that deadline if they wish). Instructors should include information about accommodation and the deadline for requesting it in their syllabi. But students are not required to supply evidence of their attendance at the religious services or events in order to qualify for any accommodation granted to them.

Late Work

All work must be completed and turned in the last day of class - *A ten percent per day penalty will be applied to late work.*

Plagiarism

Honesty requires that any ideas or materials taken from another source for either written or oral use must be fully acknowledged. Offering the work of someone else as one's own is plagiarism. The language or ideas thus taken from another may range from isolated formulas, sentences, or paragraphs to entire articles copied from books, periodicals, speeches, or the writings of other students. The offering of materials assembled or collected by others in the form of projects or collections without acknowledgment also is considered plagiarism. Any student who fails to give credit for ideas or materials taken from another source is guilty of plagiarism.



(Faculty Council, May 2, 1961; University Faculty Council, March 11, 1975; Board of Trustees, July 11, 1975) Source comes from [IU's Policies site](#).

According to the [Indiana University Code of Student Rights, Responsibilities, and Conduct \(2010\)](#), a student must give credit to the originality of others and acknowledge indebtedness whenever:

1. Directly quoting another person's actual words, whether oral or written;
2. Using another person's ideas, opinions, or theories;
3. Paraphrasing the words, ideas, opinions, or theories of others, whether oral or written;
4. Borrowing facts, statistics, or illustrative material; or
5. Offering materials assembled or collected by others in the form of projects or collections without acknowledgement.

Right of Revision

The instructor reserves the right to revise or adjust the course syllabus to best accommodate the pace and needs of the students.

Fair Use Policy

Copying or recording synchronous classes and asynchronous course materials without the express prior approval of Professor Lane is prohibited. All copies and recordings remain the property of Indiana University and Professor Lane. IU and Professor Lane reserve the right to retrieve, inspect, or destroy the copies and recordings after their intended use. These policies are not intended to affect the rights of students with disabilities under applicable law or IU policies.

Course Weekly Schedule

IMPORTANT: Due dates vary on each assignment, read carefully. Recommend double checking with the live course as instructor may update during the course.

Date	Topic	Assignments	Assignment Due Dates
Day 1 (online) May 9	What is Communication? Models of Communication Public Communication Laws Barriers to Communication Strategies for Better Communication The Strategic Communication Plan Communication for Implementation	Read "Transparency in government communication"	Develop an audience profile Adjust your Canvas Course Profile and course settings (See Getting Started Pages) Complete "Accessibility Acknowledgement" Quiz



Date	Topic	Assignments	Assignment Due Dates
Day 2 (online) May 10	Communicating with a Superior (online) Talking to the Troops Talking to the Masses Making the best use of email Intercultural Communication Non-verbal Communication	Read “The Government Communication Decision Wheel” and “The Role of Government Communication in a Democracy”	Develop Strategic Communication Plan (#pts) Submit by 11:59 pm May 8 Complete Quiz – Email as Communication Device (#pts)
Day 3 (online) May 11	Media Relations - “So, you want to be a P.I.O.?” “So, you want to be an Ombudsman?” Ethics and Communication – Public and the Press Risk communication Crisis Communication	Read “ Generic Tips from Media Veterans ”	Submit by 11:59 pm May 9 Submit Strategic Communication Plan (#pts) Complete Exam (#pts)
Day 4 (In person) May 12	Trust & Credibility in Government Government Challenges in Dealing with the Public Intentions of the National Environmental Policy Act (NEPA) Government and Public Policy Decision-Making Basics of Public Participation & Citizen Engagement Defining the Public and Effectively Involving Them in Government Participation Principles and Ethics	Read Chapters 1 & 2 Xxxx Xxxxx Xxxxx xxxxx Exercises – (Large and Small group work and case studies in solving communication challenges)	Submit by 9:00 am on Date Submit by 9:00 am on Date Complete xxxx (#pts) Complete xxxx (#pts) Submit by 9:00 am on Date Complete xxxx (#pts) Complete xxxx (#pts)
Day 5 (In person) May 13	Public Sentiment and the Reality of the Day Active Listening The Curse of Knowledge Speaking in Tongues Challenges of Bureaucracy	Read Chapters 1 & 2 Xxxx Xxxxx Xxxxx Xxxx	Submit by 9:00 am on Date Complete xxxx (#pts) Complete xxxx (#pts) Submit by 9:00 am on Date Complete xxxx (#pts)



Date	Topic	Assignments	Assignment Due Dates
	How to get Your Ideas to Stick Inspiring Trust & Credibility Assessing and Communicating Risk Opinions and Beliefs	Exercises – (Large and Small group work and case studies in solving communication challenges)	Complete xxxx (#pts) Submit by 9:00 am on Date Complete xxxx (#pts) Complete xxxx (#pts)
Day 6 (In person) May 14	Public Fear and Opposition Understanding Factors of Public Anger and Behavior Defining Three Kinds of Risk Communication Strategies and Practices for Reducing Public Opposition Building Professional Trust & Credibility	Read Chapters 1 & 2 Xxxx Xxxxx Xxxxx xxxx Exercises – (Large and Small group work and case studies in applying outrage reducing strategies)	Submit by 9:00 am on Date Complete xxxx (#pts) Complete xxxx (#pts) Submit by 9:00 am on Date Complete xxxx (#pts) Complete xxxx (#pts) Submit by 9:00 am on Date Complete xxxx (#pts) Complete xxxx (#pts)