SYLLABUS

CJT 725

SEMINAR IN ORGANIZATION COMMUNICATION:

INNOVATION

FALL 2014

INSTRUCTOR: Dr. J. David Johnson
OFFICE HOURS: TU 11-2 & BY APPOINTMENT
CLASS HOURS: W 3:30-6:00
CLASS LOCATION: EGJ 223

OFFICE ADDRESS

Department of Communication
242 Grehan Building
University of Kentucky
Lexington, KY 40506-0042
(859) 257-3621
FAX: (859) 257-4103
E-MAIL: jdj@uky.edu

Typically I will respond to e-mail within 24 business hours and it is the surest way of reaching me. Messages that are left on my office phone go to my e-mail

I. COURSE OVERVIEW:

This seminar is intended to acquaint students with theory and empirical work related to organizational communication and innovation. The course will provide students with an overview of traditional organizational communication approaches to innovation focusing particularly on diffusion of innovations frameworks, which rely heavily on network analysis. The course will conclude with a discussion of models for organizing research programs innovation and the future of innovation theory and research.
II. READINGS

Readings are available for download through UK library, on reserve for selected books, or from the instructor. See the assignments listed on the class schedule for more information on these readings.

III. ASSIGNMENTS: (Due dates on course schedule. More detail will be given on the nature of assignments before they are due.)

A. READING REPORTS/CRITICAL REVIEWS. For this assignment (which should be completed by November 5th) students will focus on an academic article published no earlier than 2009 related to one of the class sessions (200 total points). The student will lead the discussion of the article preparing an outline/key question discussion guide (one page maximum) reflecting major points related to the seminar themes to help facilitate the discussion. Students should provide me a copy of the guide by 12 noon on Monday of the week the article is to be discussed to help me in preparing for the class session. Separately on November 5th students should hand in their written critical reviews of the article.

B. PRESENTATION/PROSPECTUS (300 points) In consultation with the instructor, students should select a topic (and a paper format) by October 1 relating to the seminar themes that will be the focus of a forty-five minute class presentation scheduled between October 22nd and December 3. In effect this presentation will serve as prospectus for your paper that will allow you to get feedback from the class and the instructor before the paper is finalized.

C. PAPER (15-20 pages, 500 points) To maximize the benefit of the class for multiple student purposes a variety of formats can be used for the paper (e.g., a conceptual paper, a research paper, an extended case study, a grant proposal, or a proposal for an organizational design that would facilitate innovation), but it must focus on a topic relating to organizational innovation and communication. To illustrate the scope of the paper, a conventional empirical research paper would include the following: a conceptual definition of the variables, a rationale for the importance of this topic to the study of innovation and communication, a brief, integrative review of research findings and/or theoretic speculation concerning the variable/concept (approximately 5 pages for this part). The remainder of the paper (10-15 pages would focus on an examination of your idea in a conventional research report specifying the methods used to gather data, analysis of results, and a discussion of their implications (examples of such articles resulting from prior seminars can be found in the Johnson, Meyer, et al., 1997; Fidler & Johnson, 1984; Meyer, et al., 1997 articles listed on the syllabi and the Cancer Information Service Research Consortium grant proposal). Papers will be evaluated for their creativity, rigor, and unique contribution to the literature.

IV. COURSE PROCEDURES AND POLICIES

A. Late work
Late work will not be authorized for, vacations, concerts, hangovers, and so on. Late work will be accepted without penalty only if:
(1) authorized by instructor before the due date and/or
(2) an authorized medical or other serious excuse is provided.
If these conditions are not met, then 10% of the points for the assignment will be deducted for every school day, or fraction thereof, that it is late.

B. Doing your own work

Cheating and plagiarism are defined in Student Rights and Responsibilities in Sections 6.3.1 and 6.3.2. Website for academic sanctions: http://www.uky.edu/StudentAffairs/code/

C. Extra credit

No extra credit will be permitted.

D. Attendance

Students should be aware that for successful completion of the assignments regular attendance is a must.

E. Accommodations

If you have a documented disability which requires academic accommodations, please see me as soon as possible during scheduled office hours. To receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center (http://www.uky.edu/StudentAffairs/DisabilityResourceCenter). If you have not already done so, please register with the Disability Resource Center (Room 2, Alumni Gym, 257-2754, jkarnes@email.uky.edu), for coordination of campus services available to students with disabilities.

F. Classroom Courtesy

In all academic environments it is important that a person respect others who have come to learn. Personal conversations should not occur when the instructor or other students are presenting material. Also, you would be offended (and rightfully so) if we spent your class time reading the newspaper or engaging in other irrelevant and distracting tasks. Please accord presenters the same respect.
## Tentative Course Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Assignment Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 27</td>
<td>OVERVIEW, BASIC DISTINCTIONS</td>
<td></td>
</tr>
<tr>
<td>Sep 3</td>
<td>LEVELS, BRINGING IT ALL TOGETHER</td>
<td></td>
</tr>
<tr>
<td></td>
<td>10 DIFFUSION, NETWORK ANALYSIS-1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>17 DIFFUSION, NETWORK ANALYSIS-2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>24 DIFFUSION- OPINION LEADERS, WEAK TIES, BOUNDARY SPANNING</td>
<td></td>
</tr>
<tr>
<td>Oct 1</td>
<td>IMPLEMENTATION-1</td>
<td>PAPER/ PRESENTATION TOPICS</td>
</tr>
<tr>
<td></td>
<td>8 IMPLEMENTATION-2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>15 RESISTANCE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>22 POLITICAL PERSPECTIVES, INSTITUTIONALISM, FRAMING</td>
<td></td>
</tr>
<tr>
<td></td>
<td>29 ATTRIBUTES, PROFILES, A PRIORI TOOLS</td>
<td>CRITICAL REVIEWS</td>
</tr>
<tr>
<td>Nov 5</td>
<td>SYMBOLIC INNOVATION</td>
<td></td>
</tr>
<tr>
<td></td>
<td>12 SECURING STAKEHOLDER, COMMUNITY INVOLVEMENT</td>
<td></td>
</tr>
<tr>
<td></td>
<td>19 ORGANIZING FOR INNOVATION</td>
<td></td>
</tr>
<tr>
<td>Dec 3</td>
<td>ORGANIZING FOR INNOVATION RESEARCH</td>
<td></td>
</tr>
<tr>
<td>Dec 10</td>
<td>THE FUTURE</td>
<td>PAPERS DUE</td>
</tr>
</tbody>
</table>

Presentations will be scheduled between October 22 and December 3. Topic coverage on these dates may change depending on student interest.
SUGGESTED READINGS

AUG 27  OVERVIEW, BASIC DISTINCTIONS


Johnson *Managing Knowledge Networks* Chapter 9

**Recommended:**


SEP 3 LEVELS, BRINGING IT ALL TOGETHER


**Recommended:**


SEP 10 DIFFUSION, NETWORK ANALYSIS- 1

Johnson, J.D. *Managing Knowledge Networks* Chapter 3

RECOMMENDED:

Agency for Healthcare Research and Quality. 2013. Communication and dissemination strategies to facilitate the use of health-related evidence. Rockville, MD.


Sep 17 DIFFUSION, NETWORK ANALYSIS-2


Recommended:


SEP 24 DIFFUSION-OPINION LEADERS, WEAK TIES, BOUNDARY SPANNING


**Recommended:**


Oct 1 IMPLEMENTATION-1


Recommended:


Recommended:


OCT 15 RESISTANCE


OCT 22 POLITICAL PERSPECTIVES, INSTITUTIONALISM, FRAMING


**Recommended:**


**OCT 29  ATTRIBUTES, PROFILES, A PRIORI TOOLS**


**RECOMMENDED:**


**NOV 5  SYMBOLIC INNOVATION**

Johnson, J. D. (In preparation). *Innovations as Symbols*

Chapter 1: Introduction and Overview (revisited)
Chapter 2: Levels (Revisited)

**Recommended:**

Chapter 3: Case study: The Cancer Information Services Research Consortium as an Innovation Factory

Chapter 4: Case study: Responsibility Centered Management

Chapter 5: Case study: Student Retention

Chapter 6: Case study: Electronic Health Records

November 12: SECURING STAKEHOLDER, COMMUNITY INVOLVEMENT


**Recommended:**


November 19: ORGANIZING FOR INNOVATION


**Recommended:**


Havelock, R. G. *Planning for innovation through dissemination and utilization of knowledge*. Ann Arbor, Mi: University of Michigan, Center for Research on Utilization of Scientific Knowledge.


and Human Services, AHCPR Pub No. 95-0015.

December 3: ORGANIZING FOR INNOVATION RESEARCH


Recommended:

Special issue of Preventive Medicine, 27(5), part 2, focusing on Cancer Information Service Research Consortium.


New Economy Regional Plan for the Greater Lexington Area, Focus Area 6, Area of Emphasis #2, Knowledge and Innovation Management Consortium, 6-11 to 6-16.


The Cancer Information Service Research Consortium grant proposal

UK CCTS GRANT PROPOSAL NOVEMBER 17, 2007


DEC 10 FUTURE


Johnson, J. D. (In preparation). *Innovations as Symbols*. Chapter 7: Summing up


INNOVATION

BIOGRAPHICAL SKETCH

J. DAVID JOHNSON (PH.D., Michigan State University, 1978) is currently a Professor in the Department of Communication. He has also held academic positions at the University of Wisconsin-Milwaukee, Arizona State University, Michigan State University, and the State University of New York at Buffalo and was a media research analyst for the U. S. Information Agency. He has authored over 80 refereed publications and he has been recognized as one of the most prolific scholars in the field of communication. His publications have appeared in over 50 different journals, including: Academy of Management Review, Communication Theory, Human Communication Research, Communication Research, Communication Monographs, Evaluation and the Health Professions, Communication Theory, Preventive Medicine, and Social Networks. He has also received grants from the National Cancer Institute, Michigan Department of Public Health, Michigan Department of Transportation, and National Association of Broadcasters. His major research interests focus on organizational communication structures, innovation, information seeking, and health communication. He has published eight books including: Cancer-related information seeking, Hampton Press; Information seeking: An organizational dilemma, Quorum Books; and Organizational communication structure, Ablex

Current Research Projects/Activities

This semester I am working on a book relating to symbolic innovations.