

INLS 089: Social Movements and New Media

Fall 2013 – “First Year Experience” Seminar

Tuesday-Thursday 11:00 to 12:15p Saunders Room 0204

Professor:

Zeynep Tufekci, Ph.D.

Assistant Professor, UNC School of Information and Library Science and Sociology

Professor email: zeynep@unc.edu

Class Assistant: hlbarnes@email.unc.edu

Phone: (919) 962-0599

Office Hours: Tuesday or Thursday 12:45-2:00p Manning Hall 202. (Also by appointment).

Course Description:

Movements ranging from uprisings in Tunisia, Egypt and beyond to “Occupy” protestors in the United States have been using new media technologies to coordinate, to organize, to intervene in the public sphere as well as to document, share, and shape their own stories. Using a range of tools from Facebook to Twitter, from satellite modems to landlines to ad-hoc mesh networks, these movements have made their mark in history. The objective of this seminar is to enhance our conceptual and empirical understanding of the interaction between the new media ecology and social change. We will explore various approaches to studying social movements and social change and look at specific cases. Governments and powerful institutions are also responding to the challenge posed by the emergence of the Internet as a mundane and global technology. From increased surveillance and filtering capacity, to delivering propaganda over the Internet to their own, governments around the world are broadening their repertoire of social, technical and legal tools for control and suppression of—and through—the Internet. We will explore the integration of new media tools within these movements as well governmental and institutional responses to these developments.

Materials for this class will include readings, videos (not to be viewed in class but as material to be viewed), and visiting speakers (both in person and via Skype).

Expectations

This is a First Year Experience seminar. The success of this class depends on your active engagement. I expect everyone to come to class not just having read the assigned readings or viewed the videos, but also to have thought about the topics and be ready to discuss them. You should engage the class topics online in the class forums as well. This is a new field and creative, bold thinking is encouraged; on the other hand, be ready and willing to defend your opinions with empirical and philosophical support. We expect people in this class to disagree and to respectfully argue different points of view. The goal is for all of us to emerge having learned more than just the content of the readings.

Course Requirements:

1. *Reading/Viewing/Participation*: Students are expected to complete assigned readings and viewings **before** coming to class. You are also expected to participate in class discussion on Sakai about the readings.

You are expected to react to readings, viewings and discussions with a 300-500 word written response or a 2 minute video or animation due 9:30a on the day the class meets. There are 21 weeks for which you are expected to post a reaction. **25% of your grade comes from reactions to the class material.** You can miss two reactions without a penalty for your grade. After that, not posting a reaction by the deadline will result in 1% deduction. Your discussions of other people's postings are also part of your grade. (The 25% will grade both your own postings and your discussion)

2. *Attendance*: Attendance is required and what makes the class work. You may miss one class without any penalty in grades; the second class you miss will cost you 1% of your grade. After that I will subtract 2% for each class that you miss. **Attendance is 20% of your grade.**

3. *Leading Discussion Online and in Class*: On a class day of your choosing, you will be expected to lead class discussion on Sakai. Discussion leaders will post a 500 word post making a few analytic points about the readings and asking thoughtful questions raised by the topics of that week at **before 9:30a the day before the class.** (Your post should be up around 9:30a on Monday for a Tuesday class and 9:20a on Wednesday for a Thursday class). You are then expected to engage your fellow classmates who respond to the posting in a constructive manner. You will also help lead the discussion in class that day. **This is 15% of your grade!**

4. *Final Paper*: All students will produce a final paper studying a social movement. The social movement you examine will be determined in discussion with the instructor. The final paper should be 10 pages, or 2500 words. The paper will be due on **Thursday December 12 at 12:00p in Sakai.** I am looking for in a paper: conceptual depth; analytic clarity; interesting and thoughtful discussion of issues related to the class topics. **This is 25% of your grade.**

Step one: You will be expected to select a social movement to study. This will be due 24th of September. We will schedule office hours with everyone to discuss their choice.

Step two: Write a 1-2 page proposal describing the social movement you intend to study and your reasoning why this is a good example. Due October 3rd.

Step three: Prepare an outline for your paper that explicitly references the class materials including the viewings, readings and discussions. This outline should be 3-4 pages. Due October 29th.

Step four: Prepare a presentation based on your outline for which you received feedback from the instructor. This will be done in November—to be signed up later.

Step five: Submit the final paper based on feedback from all the previous steps. **Due Thursday December 12 at 12:00p in Sakai**

5. *Presentation:* You will be expected to make an **8 minute** presentation about the topic of your paper to the class at the end of the class. You will be graded on clarity of presentation, keeping to the time limit, keeping it interesting and convincing us that this is a significant and interesting topic. **This is 10% of your grade.**
6. *Example/Case Study:* You will be expected to provide one example of a current event/news item related to a social movement that illustrates in a meaningful manner one or more of the topics related to the class. More interesting examples provoking questions and meaningful discussion will be graded higher. Try to pick something that goes beyond a trivial example but one whose significance becomes more apparent in light of the class readings or discussions. **This is 5% of your grade.** Examples or case studies on movements will be presented to the class in about 5-10 minutes and can be brought up in any week. Don't wait till the last weeks—there won't be time as we can have only 1-3 case studies per class.

Students with Disabilities:

If you have a documented disability, please inform the instructor and appropriate accommodations will be provided. Accommodations and services are provided by Disability Services and they can be reached by calling 919-962-8300 or <http://accessibility.unc.edu/>

Policy on Academic Dishonesty:

All students must follow the UNC Honor Code. You must follow standard guidelines for citation, not use other people's ideas, work or sentences without crediting them, and you must not receive or provide unauthorized assistance. Your work must be yours! Here's a tutorial on plagiarism which you can use to help you make decisions: <http://www2.lib.unc.edu/instruct/plagiarism/>

When in doubt, consult with the professor or the class assistant. Plagiarism will result in failing the class. More information can be found at <http://studentconduct.unc.edu> including the following outline of the UNC honor code:

"The University of North Carolina at Chapel Hill has had a student-led honor system for over 100 years. Academic integrity is at the heart of Carolina and we all are responsible for upholding the ideals of honor and integrity. The student-led Honor System is responsible for adjudicating any suspected violations of the Honor Code and all suspected instances of academic dishonesty will be reported to the honor system. Information, including your responsibilities as a student is outlined in the Instrument of Student Judicial Governance. Your full participation and observance of the Honor Code is expected."

CALENDAR OF THE CLASS

Week One: Social Media and Social Movements

20-Aug.: Welcome to Class!

22-Aug.: Watch the "Six Degrees of Separation" documentary (50 minutes).

<http://vimeo.com/14196818>

Concepts to explore: Networks, hubs, small world, diffusion, cascades.

Week Two: People-Power in History

27-Aug.: India, Non-Violence and Mahatma Gandhi

Watch: Movie "Gandhi" (for the whole week)

<http://www.youtube.com/watch?v=HT4BM7cgJw> (required part: 0:55:00 to 2:30:00)

Read: India: Movement for Self-Rule (Excerpt in Sakai)

Concepts to explore: people power, non-violence, resistance, colonialism.

29-Aug.: Contextualizing People Power

Read: George Orwell on Gandhi and Non-Violence (Excerpt in Sakai)

Concepts to explore: visibility, appealing to the public, morality, free press, media, totalitarianism.

Week Three: **Civil Rights Movement**

3-Sep.: **Civil Rights Movement: Lead up**

Watch: Eyes on the Prize: Montgomery:

<http://www.youtube.com/watch?v=iVB2AlVpt0I>

Read: "Origins of the Trouble" (Excerpt in Sakai) Jo Ann Gibson Robinson's Memoir.

Read: The Civil Rights Movement, pp. 14-23 (in Sakai)

Concepts to explore: Organization, committee, hierarchy, mobilization, resources, grievances, collective action problem.

5-Sep.: **Civil Rights Movement: Challenging Power**

Watch: Eyes on the Prize: No Easy Walk:

<http://www.youtube.com/watch?v=qJ7k4wMdV5g>

Read: "the Boycott Begins" from Jo Ann Gibson Robinson's Memoir.

Concepts to explore: Attention, national media, strategy, tactics, repression, police, resources, organization, pluralistic ignorance.

Week Four: **Theories of Social Movements and Theories of Networked Society**

10-Sep.: **Why and How do Movements Form, Succeed or Fail?**

Read: Excerpt from Wired and Mobilizing. pp.1-19 (in Sakai)

Concepts to explore: Resource mobilization, political opportunity structure, framing

12-Sep.: **Internet and Society**

Watch: http://www.youtube.com/watch?v=_zVkiK4y1VM

Read: Excerpt from Networked: The New Social Operating System. Pp. 1-20

Concepts to explore: Networked individualism, triple revolution, social media

Week Five: **Impacting Policy**

17-Sep.: **Nuclear Freeze**

Watch: **The Time Has Come (1982) – Call for Nuclear Freeze Rally (Two minutes)**: http://www.youtube.com/watch?v=KkOm_fvl68w

Watch: <http://abcnews.go.com/Archives/video/oct-28-1982-nuclear-freeze-proposal-14835748>

Read: Peace Protest and Policy by Meyer (1993) in Sakai

Concepts to explore: Policy, legislature, transnational, complex problems, multilevel problems

19-Sep.: **Climate Change**

Watch: Climate of Doubt: <http://www.pbs.org/wgbh/pages/frontline/climate-of-doubt/>

Read: Denial Machine chapter from "Heat: How to Stop the Planet Burning"

Concepts to explore: Astroturf, propaganda, corporate ownership of media

Week Six: **Social Movements and Media**

24-Sep.: **Structures and People**

Watch: Hearts and Minds. <http://www.youtube.com/watch?v=1d2ml82lc7s>

Read: "Who Joins or Supports Movements". Pp. 55-91

Concepts to explore: free-rider, collective action problem, radicalism, recruitment, organization

26-Sep.: **Television and social movements**

Watch: 1968 Democratic Convention.
<http://www.youtube.com/watch?v=1Iye1NQy1NY>

Read: Todd Gitlin. "Media in the Unmaking of the New Left." (excerpt in Sakai)

Read: Shanto Iyengar. "Is Anyone Responsible? How Television Frames Political Issues. (excerpt).

Concepts to explore: Framing, mass media, gatekeeper, attention

Week Seven: **Internet and Social Movements**

1-Oct.: **Globalization and Protests:**

Watch: http://www.youtube.com/watch?v=bu9YBJ_wp3I

Watch: <http://www.youtube.com/watch?v=jyziG5bUuBE>

Read: Paul Mason. Why it's Kicking of Everywhere. (Excerpt in Sakai)

Concepts to explore: Neo-liberalism, austerity, globalization, inequality, leaderless movement, grassroots, spontaneous

3-Oct.: **Public Sphere**

Watch: Martin Hirst: <http://www.youtube.com/watch?v=oMG3MAhmopk>

Watch: Howard Rheingold: <http://www.youtube.com/watch?v=ZB4mInTis2Y>

Read: Clay Shirky. "The Political Power of Social Media. Technology, the Public Sphere, and Political Change." In Foreign Affairs, January/February 2011 (excerpt in Sakai)

Concepts to explore: Public Sphere, censorship, propaganda

Week Eight: **Governments and the Internet**

8-Oct.: **China:** Watch: Ai Wei Wei: "Without Fear or Favour."

http://www.youtube.com/watch?v=gcRodOfu_s8

10-Oct.: **Surveillance by Governments: NSA** (Developing; may be tweaked)

Watch: <http://www.youtube.com/watch?v=kaRvzQ887HM>

Watch: <http://www.youtube.com/watch?v=UWmXNVO15AU>

Read: <http://www.theguardian.com/technology/blog/2013/jun/14/nsa-prism>

Read: <http://www.cnn.com/2013/07/31/opinion/schneier-nsa-trust/index.html>

Read: http://www.washingtonpost.com/investigations/us-intelligence-mining-data-from-nine-us-internet-companies-in-broad-secret-program/2013/06/06/3a0c0da8-cebf-11e2-8845-d970ccb04497_story.html

Explore: <http://www.washingtonpost.com/wp-srv/special/politics/prism-collection-documents/>

Concepts to explore: Surveillance, big brother, censorship, propaganda, big data

Week Nine: **Wikileaks**

15-Oct.: Watch: Wikileaks Documentary (link forthcoming)

Guest Lecture (Paul Jones)

17-Oct.: **FALL BREAK**

Week Ten: **Occupy and role of Organizations**

22-Oct.: **The "Occupy" Movement:**

Watch: Occupy Documentary

<http://www.aljazeera.com/programmes/faultlines/2012/03/2012319152516497374.html>

Read: Neal Caren. "Occupy Online: How Cute Old Men and Malcolm X Recruited 400,000 US Users to OWS on Facebook." (Sakai)

Concepts to Explore: Public Space, occupation, social media, tactics

24-Oct.: Watch: Occupy "Collective" Documentary

http://www.filmsforaction.org/watch/rise_like_lions_ows_and_the_seeds_of_revolution_2011/

Read: New Yorker: Pre-Occupied: The Origins and Future of Occupy Wall Street

http://www.newyorker.com/reporting/2011/11/28/111128fa_fact_schwartz?currentPage=all

Compare with the Civil Rights movement.

Concepts to Explore: Organization, hierarchy, infrastructure, grassroots

Week Eleven: Arab Spring

29-Oct **Egypt and Social Media: The Debate**

Watch:

<http://www.aljazeera.com/programmes/2012/02/201221612278666943.html>

Read: Revolution will not be Tweeted:

http://www.newyorker.com/reporting/2010/10/04/101004fa_fact_gladwell

Read: Revolution will be Tweeted:

<http://www.aucegypt.edu/gapp/cairoreview/pages/articledetails.aspx?aid=89>

Concepts to Explore: Autocracy, authoritarianism, pluralistic ignorance

31-Oct **The Internet in the Authoritarian Context**

Morozov, Evgeny. 2011. The Internet is a Tyrant's Friend.

<http://www.newscientist.com/article/mg20928026.100-the-internet-is-a-tyrants-friend.html>

Read: New Media and People-Powered Uprisings:

<http://www.technologyreview.com/view/425280/new-media-and-the-people-powered-uprisings/>

Concepts to Explore: Collective action problem, mass movement

Week Twelve: Social Media Platforms: The Fifth Estate?

5-Nov. Intermediary Censorship

Watch: Rebecca MacKinnon: <http://www.youtube.com/watch?v=pFDoCLf96Kg>

Read: Ethan Zuckerman: <http://www.access-controlled.net/wp-content/PDFs/chapter-5.pdf>

Concepts to Explore: Collective action problem, mass movement, "fifth estate", censorship, filtering

7-Nov. Filter bubbles and Engineering Serendipity

Watch: Eli Pariser <http://www.youtube.com/watch?v=B8ofWfX525s>

Watch: Ethan Zuckerman: <http://www.youtube.com/watch?v=mNHkG7w2IA8>

Concepts to Explore: filter bubble, bridges, xenophile, heterogeneous, homophily

Week Thirteen: PRESENTATIONS!

12-Nov. Presentations (Six people present)

14-Nov. Presentations (Six people present)

Week Fourteen: PRESENTATIONS!

19-Nov. Presentations (Six people present)

21-Nov. Presentations (Six people present)

Week Fifteen: Internet and US Political Processes

26-Nov. Guest Lecture (readings to be announced)

28-Nov. **THANKSGIVING BREAK**

Week Sixteen: Discussion and Reflection

3-Dec. **Reflection:** Future of Social Movements and New Media