

UPDATED AND MORE CHANGES COMING

INLS 690-189: Social Media and Society: A Theoretical and Empirical Overview

Spring 2015

Wednesday 12:20PM - 3:05PM Manning 304

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Office Hours: Monday-Wednesday 9:00-10:00a Manning Hall 202. (Also by appointment).

Course Description:

This course examines the increasingly important technologies of connectivity from a theoretical and empirical perspective. We will explore the evolution, implications and complications of social media in multiple spheres of life including sociality, community, politics, power and inequality, education, knowledge, and information. Our emphasis will not be on any one current platform (such as Facebook or Twitter) or even a particular device. Rather, we will study how different configurations of connectivity encourage or stifle different socio-cultural practices and values. This course will provide conceptual and methodological foundations for studying and evaluating current and future developments in this area.

Expectations

The success of this class depends on your active engagement. I expect everyone to come to class not just having read the assigned readings as well as weekly responses written by their classmates, but also to have thought about the topics and be ready to discuss them. This is a new field and creative, bold thinking is encouraged; on the other hand, you must 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.

There will be three components to your assignments in this class. First, you will be writing a weekly response to the readings. These should be around one single-spaced page (around 500) and actively engage the readings. There will be no right or wrong answers but analytical and thoughtful content will be expected. Second, I will expect everyone to read one book related to class topics and present it to the class on the week closest to the topic of the week in terms of content. Third, you will be asked to write a term paper at the end of the class on a research question which will have to be cleared with the instructor in advance.

Course Requirements:

1. *Reading:* Students are expected to complete assigned readings **before** coming to class. There will be weekly reaction papers to the readings. Reaction papers of graduate students should be about two or three pages (about 500-750 words) while undergraduates can write a little less (about 400-500 words). No reaction paper can be more than three pages! (One double spaced page is 250 words). There are 13 possible reaction papers. **I will drop the lowest one and you will be graded on your best 11 out of 13.**
2. Start reading! Keep reading!
3. *Attendance:* Attendance is required and is in your best interests and what makes the class work. You may miss one class without any penalty in grades; after that I will subtract THREE percent for each class that you miss.
4. *Book Review :* You will be required to review a book and make a short (15 minute) presentation to the class and post your review on Blackboard for other students to read two days before your presentation. (10 percent)
5. *Leading Discussion:* You will be expected to choose a week for which to lead the class discussion for 20 minutes. You should summarize and synthesize the readings, bring up questions and issues. (5 percent).
6. *Final Paper:* Graduate students will produce a final paper on a topic. The final paper should be 20 pages, or 5000 words. Undergraduate students will write a 10 page, or 2500 word, paper. Topic must be cleared with the instructor. (35%) The final paper will be due on 8a on April 30th.

Grading Policy

Participation, Attendance: 15%

Book review and presentation: 15 %

Leading class discussion: 15%

Weekly reaction papers: 20%

Final project: 35%

Plagiarism is may result in failing this class as well as further, university-level reporting and action.

FALL 2011 SCHEDULE AND READINGS

Week 1.	Jan.7	Introduction to the Class
Week 2.	Jan.14	Bits and Atoms: Restructuring the Architecture of Information and Sociality
Week 3.	Jan.21	Web 2.0 and the Social Web
Week 4.	Jan.28	Digital Inequalities
Week 5.	Feb.4	Mediated Social Interaction: Relationships and Communities
Week 6.	Feb.11	Authenticity and Identity
Week 7.	Feb.18	Privacy and Reputation
Week 8.	Feb.25	Surveillance
Week 9.	Mar.4	Big Data
** Fall Break**		
Week 10.	Mar.19	Algorithms
Week 11.	Mar.25	Authority, Information and Knowledge (NEED TO RESCHEDULE DATE)
Week 12.	Apr.1	Filter Bubbles, Spiral of Silence and Serendipity
Week 13.	Apr.8	Collective Action and the New Connectivity
Week 14.	Apr. 15	Exploring Platforms!
Week 15.	Apr.22	Presentations

Jan.14 **Bits and Atoms: Restructuring the Architecture of Information and Sociality**

Norman, D. (1993). Things That Make Us Smart. Addison-Wesley, New York. pp. 155-174. (Sakai)

Weinberger, D. (2007) Everything is Miscellaneous: The Power of the New Digital Disorder. NY: Times Books. pp.1-23. (Prologue: "Information in Space" and Chapter 1: "The New Order of Order.")
Also available: <http://www.kilibro.com/en/book/preview/220899/everything-is-miscellaneous>

Shirky, C. (2008). Ontology is Overrated: Categories, Links, and Tags. Available at: http://www.shirky.com/writings/ontology_overrated.html

Lessig, L. (2006). Cyberspaces. In Code 2.0. New York: Basic Books. pp.113-130. Available at: <http://codev2.cc/download+remix/Lessig-Codev2.pdf>

Jan. 21 **Web 2.0 and the Social Web**

Rainie and Wellman. Networked: The New Social Operating System. Chapter 1: "The Triple Revolution" and Chapter 2: "The Social Network Revolution." (Pages 1-59)

Oreilly, Tim. What is Web 2.0: Design Patterns and Business Models for the Next Generation of Software. Communications & Strategies. First Quarter 2007. Available at SSRN: <http://ssrn.com/abstract=1008839>

Clay Shirky. ***Here Comes Everybody: The Power of Organizing Without Organizations.*** New York: Penguin Press, 2008. pp. 25-54. (Sakai)

Carr, Nicholas. 2005. The Amoral of Web 2.0. Available at: http://www.rougtype.com/archives/2005/10/the_amorality_o.php

Jurgenson, N. (2012). When atoms meet bits: Social media, the mobile web and augmented revolution. Future Internet, 4(1), 83-91. In Sakai.

Jan.28 Digital Inequalities

Hargittai, Ezster and Hsies, Yu-Li Patrick. Digital Inequality. Available:

<http://www.oxfordhandbooks.com/view/10.1093/oxfordhb/9780199589074.001.0001/oxfordhb-9780199589074-e-7>

Shirky, C. (2003). Power Laws, Weblogs, and Inequality. Blog post at:

http://shirky.com/writings/powerlaw_weblog.html

Jenna Burrell. (2012) Invisible Users, Youth in the Internet Cafes of Urban Ghana. Chapters 2 and 3 (Which are uploaded into Sakai and also available through UNC library as an ebook. See here: <http://search.lib.unc.edu/search?R=OUPE005954345> .)

Culter, Kim-Mai. (2015) East of Palo Alto's Eden. Available at:

<http://techcrunch.com/2015/01/10/east-of-palo-altos-eden/>

Badger, Emily. (2014). <http://www.theatlanticcities.com/technology/2014/02/most-revealing-broadband-adoption-maps-weve-ever-seen/8517/>

Pew Research. (2010) Offline Americans: <http://www.pewresearch.org/fact-tank/2013/11/29/7-things-to-know-about-offline-americans/>

Feb.4 Mediated Social Interaction: Relationships and Communities

Rainie and Wellman (2012). Chapter 5: Networked Relationships and Chapter 6: Networked Families. 115-170

Hampton, K. (2010). Technically Speaking. Interview with Keith Hampton in Computer Power User, February 2010. (on Sakai).

Deresiewicz, W. (2009) Faux Friendship. Chronicle Review. Available at:

<http://chronicle.com/article/Faux-Friendship/49308/>

Smith, Zadie. (2010) Generation Why?

<http://www.nybooks.com/articles/archives/2010/nov/25/generation-why/?pagination=false>

Madrigal, Alexis. (2010) Literary Writers and Social Media: A Response to Zadie Smith

<http://www.theatlantic.com/technology/archive/2010/11/literary-writers-and-social-media-a-response-to-zadie-smith/66257/>

Tufekci, Zeynep. Either this: <http://www.theatlantic.com/technology/archive/2012/04/social-medias-small-positive-role-in-human-relationships/256346/> or my Public Culture essay (if it is out by then).

Watch: <http://www.bbc.co.uk/blogs/digitalrevolution/2009/11/rushes-sequences-sherry-turkle.shtml>

Feb.11 Authenticity, Identity and Context Collapse

Jurgenson, Nathan. 2011. The Faux-Vintage Photo: Full Essay (Parts I, II and III)

<http://thesocietypages.org/cyborgology/2011/05/14/the-faux-vintage-photo-full-essay-parts-i-ii-and-iii/>

Rosenbloom, Stephanie. 2011. Cultural Studies: Authentic? Get Real.

http://www.nytimes.com/2011/09/11/fashion/for-only-the-authentic-cultural-studies.html?_r=2&pagewanted=all

York, Jillian. 2001. A Case for Pseudonyms. <http://jilliancyork.com/2011/07/29/a-case-for-pseudonyms/>

Tufekci, Zeynep. Notes on Amina, Facebook and the Reverse Tragedy of Commons: Pseudonymity under Repressive Conditions. <http://technosociology.org/?p=481>

Watch: Dick Hardt presentation on Identity 2.0: <http://www.youtube.com/watch?v=RrpaicAgR1E>

Clive, Davis. 2008 I'm so Digitally, Totally Close to You.

<http://www.nytimes.com/2008/09/07/magazine/07awareness-t.html?pagewanted=all>

Davis, Jenny. Context Collapse: A Literature Review: in *Cyberology*.

<http://thesocietypages.org/cyborgology/2013/01/10/context-collapse-a-literature-review/>

Feb.18 Privacy and Reputation

Solove, D. (2007). When Poop Goes Primetime. In: *The Future of Reputation*. Yale University Press. pp.1-13 Available at: <http://docs.law.gwu.edu/facweb/dsolove/Future-of-Reputation/text/futureofreputation-ch1.pdf>

Little Brother is Watching You: <http://www.nytimes.com/2010/10/17/magazine/17FOB-WWLN-t.html>

Nissenbaum, Helen. (2009). Privacy in Context. (Excerpt in Sakai).

Schneider, Bruce. 2010. A Revised Taxonomy of Social Networking Data. Available at:

http://www.schneier.com/blog/archives/2010/08/a_taxonomy_of_s_1.html

Madrigal, Alexis. 2011. What Does Your Phone Know About You? Available at:

<http://www.theatlantic.com/technology/archive/2011/04/what-does-your-phone-know-about-you-more-than-you-think/237786/>

Madrigal, Alexis. 2011. My Life According to iPhone's Secret Tracking Log: Available At:

<http://www.theatlantic.com/technology/archive/2011/04/my-life-according-to-the-iphones-secret-tracking-log/237636/>

Feb 21 *SATURDAY CLASS**** **Surveillance and Sous-veillance**

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

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

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

Solove, Daniel. (2007.) "I've got nothing to hide" and Other Misunderstandings of Privacy. Available: <http://tehlug.org/files/solove.pdf>

Morozov, Evgeny. (2013). Information Consumerism: The Price of Hypocrisy. <http://www.faz.net/aktuell/feuilleton/debatten/ueberwachung/information-consumerism-the-price-of-hypocrisy-12292374.html>

Read: Marc Ambinder: <http://theweek.com/article/index/248478/5-reasons-the-nsa-scandal-aint-all-that>

<http://theweek.com/article/index/248479/4-reasons-the-nsa-scandal-is-troubling>

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

Feb. 25 Big Data and Algorithms

Lohr, Steve (2012). The Age of Big Data. In *The New York Times*.

http://rkbusinessschool.com/uploads/2_The_New_York_Times_on_The_Age_of_Big_Data.pdf

Lazer et al. (2009) in Science: Life in the network: the coming age of computational social science. In

Science. <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2745217/>

Schwartz, Paul M. and Solove, Daniel J. The Personally Identifiable Information Problem: Privacy and a New Concept of Personally Identifiable Information. Available at SSRN:

<http://ssrn.com/abstract=1909366> Read page 3 and 4 to understand definition of PII and then read pp. 20-44

boyd, danah and Crawford, Kate. 2012. Provocations for a cultural, technological, and scholarly phenomenon. In *Information, Communication and Society*.

Issenber, Sahsa. "Obama Does it Better" and "Project Dreamcatcher." *Slate*.

http://www.slate.com/articles/news_and_politics/victory_lab/2012/10/obama_s_secret_weap_on_democrats_have_a_massive_advantage_in_targeting_and.html and

http://www.slate.com/articles/news_and_politics/victory_lab/2012/01/project_dreamcatcher_how_cutting_edge_text_analytics_can_help_the_obama_campaign_determine_voters_hopes_and_fears_single.html

Tufekci, Zeynep. Big Data: Pitfalls, Methods and Concepts for an Emergent Field. (in Sakai)

Gillespie, Tarleton. (2010). The Politics of Platforms. *New Media and Society*. 12. No 3. (2010)

Zeynep Tufekci, 2014. Ferguson.

March. 4 Information, Glut, Misinformation and Verification

Shirky, C. (2008). *Here Comes Everybody: The Power of Organizing Without Organizations*. New York: Penguin Press. pp. 55-109

Anderson, Chris (2004). The Long Tail. Available at:

http://www.wired.com/wired/archive/12.10/tail_pr.html

Listen: Gleick, J. (2011). The Information: A history, a theory, a flood. [WBUR Interview, 45 Minutes.

Available: <http://onpoint.wbur.org/2011/03/18/james-gleick>]

TBD

**** Spring Break****

Mar. 25: Attention Span, Knowledge and Information

Rainie and Wellman, Chapter 8 and 9.

Carr, Nicholas. 2008. Is Google Making Us Stupid?

<http://www.theatlantic.com/magazine/archive/2008/07/is-google-making-us-stupid/306868/>

Pinker, Steven. 2010. Mind over Mass Media. In the *New York Times*.

http://www.nytimes.com/2010/06/11/opinion/11Pinker.html?_r=0

Lehrer, Jonah. 2010. Our Cluttered Minds. In The New York Times.

<http://www.nytimes.com/2010/06/06/books/review/Lehrer-t.html?src=me&ref=books>

Optional Extra Readings:

<http://www.wired.com/wiredscience/2010/06/the-shallows/> and

http://www.rougtype.com/archives/2010/06/selflinking_beh.php

April 1 : Spiral of Silence, Filter Bubbles and Serendipity

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

Pariser, Eli. Filter Bubbles. Read: <http://www.brainpickings.org/index.php/2011/05/12/the-filter-bubble/>

Zuckerman, Ethan. 2001. Desperately Seeking Serendipity. Available at:

<http://www.ethanzuckerman.com/blog/2011/05/12/chi-keynote-desperately-seeking-serendipity/>

Zuckerman, Ethan. 2013. *Rewire: Digital Cosmopolitans in the Age of Connection*. Excerpt.

Apr.8 Collective Action and Social Media

Habermas, Jürgen. 1964 The Public Sphere: An Encyclopedia Article.

<http://www.propertyistheft.com/courses/social-web-media/readings/habermas-1964-the-public-sphere.pdf>

Shirky, Clay. 2011. The Political Power of Social Media Technology, the Public Sphere, and Political Change. http://www.gpia.info/files/u1392/Shirky_Political_Poewr_of_Social_Media.pdf

Gladwell, Malcolm. Response to Shirky. <http://www.foreignaffairs.com/articles/67325/malcolm-gladwell-and-clay-shirky/from-innovation-to-revolution>

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

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

Morozov, Evgeny. 2010. Why Kierkegaard Hates Slacktivism.

<http://www.publicaffairsbooks.com/morozovch7.pdf>

Abdalla, Rasha. November 2011. The Revolution Will be Tweeted.

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

Tufekci, Zeynep. New Media and People-Powered Uprisings.

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

Apr. 11 Exploring Platforms

We will be exploring platforms, comparing their affordances and features and analyzing their potential and existing social, political and cultural impacts.