

ATEC 2322, Fall 2015
T/Th 11:30-12:45, ATEC 2.602
Instructor: Dr. Banner
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Office hours: Tuesday 5-6:30
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Introduction to Theories of Emerging Media & Communication

Description:

The Internet is changing everything – from shopping to socializing, from learning to knowledge production -- in the developed world, and these transformations are generally celebrated as beneficial for humankind. Yet that triumphant discourse masks the often complicated ethical, social, and political ramifications of emerging communicative media. This course is intended to give you the critical skills necessary to understand those ramifications, so that you can understand how best to navigate this rapidly evolving environment, and how to be better producers and receivers of media and mediated messages.

Learning objectives:

1. Understand the social, political, ethical, and legal ramifications of the Internet and networked technologies
2. Be able to apply basic theoretical concepts to media and communication technologies
3. Communicate with the new media community through the use of blogs, microblogs, social bookmarking, live presentations, etc.
4. Engage in the collaborative production of knowledge

COURSE ELEMENTS:

Participation: This class requires everyone's full participation. Come to class prepared to share your thoughts on the reading and any questions you have about it.

Exercises: We will be doing exercises during class meetings. Your participation is required, and I will check that participation by giving you an answer sheet to fill out in class.

Knowledge base: We'll be creating a course knowledge base (essentially, a wiki), with each student assigned to a group responsible for readings on specified days. These entries should explain key terms, concepts, and arguments made in the reading, as well as connections to other readings and discussions. In class, those who wrote the knowledge base entry will be responsible for sharing what they wrote, in particular the section about "connections." Editing will begin the second week, starting Tuesday, January 20. On Thursday we'll do the first set of entries together, in class, to walk you through the process.

The Fine Print:

- Entries are due: for Tuesday classes, by midnight Monday; for Thursday classes, by midnight Wednesday. No contributions made after midnight on these days will be accepted.
- You may not add your contributions after class, either.

- Please be sure to write your work and save it on your own computer, then add it to pbworks; this is the only way to ensure against glitches in the system.
- Finally, if something goes wrong, pbworks maintains a help section; consult it to try to resolve your problem.
- The URL of our knowledge base is www.2322fall2015.pbworks.com

The knowledge base entails collaboration, and one component of collaborating is that everyone be open with each other about whether they are adequately contributing to the work. We will implement guidelines to ensure good communication practices among your group members this coming Thursday. However, every group retains the right to “dismiss” any member not pulling his/her weight. We’ll discuss procedures for dismissal on Thursday.

Midterm evaluation: The midterm in this class is an evaluation of the course and your contribution to it that also allows you to reflect on what you’ve learned and make connections among the topics covered. The midterm evaluation does not include any identification or short answer, although the questions require that you refer to specifics in the reading.

Twitter contributions: Everyone will tweet *relevant* links they’ve seen online. You can tweet about something relevant to the last class or to the upcoming class, but please make sure it relates to the materials and concepts that are currently under discussion. *I will randomly call on people to share what they tweeted about and explain how it relates to course materials.* Please use the hashtag #ATEC2322. You’re welcome to use an anonymous account.

Presentations: You will each present twice: first, an informal presentation during the semester when you will bring in an example that illustrates the reading and discuss it; second, a formal one at the semester’s end. Please consult the separate guidelines for the informal presentation. I’ll pass out guidelines for the formal presentation later in the semester.

Final exam: The final will be comprehensive, and it will combine short and long answer formats. The emphasis will be not on identification but on the synthesis and application of concepts.

Pop quizzes: I will administer no more than 10 pop quizzes over the course of the semester.

What happened to grade percentages?

This is a contract-graded course. In the contract grade system, instead of using the usual weighted percentages by which I determine your grade, YOU will tell me the grade you plan to get, according to the work you’re willing to do. We’ll sign contracts the first day of class and check back in a number of times during the semester to assess your progress. Please note: these worked very well last semester. The intention is to reduce your anxiety about your final grade, so even those the system may at first seem strange, even worrisome, know that within a few weeks it will a) make sense and b) relieve some of your usual grade-related anxiety. *This does not mean this course is easy; it just means I am more interested in you contributing to the best of your ability rather than meeting some pre-formulated idea of what an “A” is or by comparing your work to that of other students.*

REQUIRED TEXTS

- Abelson, Ledeen, and Lewis, *Blown to Bits* – available online, at http://www.bitsbook.com/wp-content/uploads/2008/12/B2B_3.pdf
- *Erasing David* (David Bond, 2010), \$2.99 on Amazon Unbox

All other readings available either online or through library e-reserves The URL for library e-reserves is <http://utdallas.docutek.com/eres/coursepage.aspx?cid=1900>; I'll give you the password in class. The library e-reserves page includes links to all of the readings listed here, and, to ensure that we all use the same materials, it will be best to access the readings through this e-reserves page. (I.e., don't search online for the readings, as you might end up looking at a different version than what I've assigned.)

CONTACTING ME:

- I check email (olivia.banner@utdallas.edu) twice a day until 6pm. I check it sporadically on weekends. I usually respond to weekday emails within 24 hours, but feel free to nudge me again if 24 hours pass with no response.
- My office hours are listed above, but I'm available other times, so please let me know if you'd like to set up an appointment.
- I will not respond to questions about course matters that are listed on the syllabus, nor will I respond to questions about what you missed in class. Please make sure you have the email or phone number of a few other students in case you miss class.

Reading and Assignment Schedule:

Note: All readings subject to change at instructor's discretion. If for whatever reason this will be a problem for you, consult me individually. Please check our knowledge base for latest version.

August 25: Introduction

In class:

Twitter accounts
Grade contracts

August 27: Founding Images

Readings:

- Vannevar Bush, "As We May Think," e-reserves
- Timothy Leary, "The Cyberpunk as Reality Pilot," e-reserves
- Watch Linda Stone, "Continuous Partial Attention," on Vimeo, <http://vimeo.com/20571994>

In class:

Knowledge base exercise
Decide on technology use

September 1: Foundational Theories

Readings:

- McLuhan, "The Medium Is the Message," e-reserves
- *Culture and Technology*, "Determinism," e-reserves
- Norman, "Psychopathy of Everyday Things," e-reserves

Exercise: find a story about an emerging media. How does it frame the relationship between society and technology?

Knowledge base: Groups A (McLuhan), B (ch. 3), C (Norman; focus on concept of affordances)

September 3: Architecture and organizing principles of the Internet

Readings:

- *Blown to Bits*, "Appendix," e-reserves or online, http://www.cs.unm.edu/~joel/cs151/BlownToBits/BlownToBits_Appendix_The_Internet_as_System_and_Spirit.pdf
- Townes, "The Spread of TCP/IP and the Political Origins of the Internet," e-reserves

Knowledge base: Groups D (Townes)

September 8: Collective Knowledge or Dumbing Out?

Readings:

- Levy, "Introduction," *Collective Intelligence*, e-reserves
- Carr, "The Amoral of Web 2.0," <http://www.roughype.com/?p=110>
- Lanier, "Digital Maoism: The Hazards of the New Online Collectivism," <http://edge.org/conversation/digital-maoism-the-hazards-of-the-new-online-collectivism> -- DON'T READ THE COMMENTS

Knowledge base: Groups E (Levy), A (Carr), B (Lanier)

September 10: Algorithms and the Search

Readings:

- Weinberger, "The New Order of Order," from *Everything is Miscellaneous*, <http://www.everythingismiscellaneous.com/wp-content/samples/eim-sample-chapter1.html>
- *Blown to Bits*, Chap. 4, "Needles in the Haystack," <http://www.bitsbook.com/wp-content/uploads/2008/12/chapter4.pdf>
- <http://online.wsj.com/article/SB10001424052702304458604577488822667325882.html>

Knowledge base: Groups C (“Everything Is”), D (“Needles”)

September 15: Algorithms and Knowledge

Readings:

- Rosen, “The People Formerly Known as the Audience,” http://www.huffingtonpost.com/jay-rosen/the-people-formerly-known_1_b_24113.html
- Tufecki, “What Happens to #Ferguson Affects Ferguson,” <https://medium.com/message/ferguson-is-also-a-net-neutrality-issue-6d2f3db51eb0>
- Watch Pariser, “Filter Bubble,” http://www.ted.com/talks/eli_pariser_beware_online_filter_bubbles
- Tufecki, “Facebook and Engineering the Public,” <https://medium.com/message/engineering-the-public-289c91390225>

Knowledge base: Groups E (Tufecki on Ferguson), A (Pariser), B (Tufecki on Facebook)

September 17: Generative Internet

Readings:

- Watch Jonathan Zittrain, “The Future of the Internet – And How to Stop It,” <https://www.youtube.com/watch?v=NEsmw7jpODc> (about 1 hour)

Knowledge base: Groups C, D, E (all do Zittrain)

September 22: Information Ownership: Open Access

Readings:

- Watch *The Internet’s Own Boy*, available online at <https://www.youtube.com/watch?v=dU5JWT0hFlc>. WARNING: The movie is 1 hour forty-five minutes long.
- <http://motherboard.vice.com/read/behind-the-daily-paywall-the-site-that-pays-you-to-read-pirated-articles>

Exercise: Join diasporafoundation.org. We’ll be looking at this SNS over the coming weeks, so participate when you can.

Knowledge base: Group A, B, C (all do the movies)

September 24: Information Ownership: Open Source and Free Software

Readings:

- Raymond, “Cathedral and the Bazaar,” <http://www.catb.org/~esr/writings/cathedral-bazaar/cathedral-bazaar/>; read “Cathedral and the Bazaar”; “The Mail Must Get Through”; “Importance of Users”;

- Release Early, Release Often"; How Many Eyeballs"; "The Social Context of Open-Source Software"
- Vaidhyanthan, "Open Source as Culture/Culture as Open Source," *Social Media Reader* or e-reserves

Knowledge base: Groups D (Raymond), E (Vaidhyanthan)

September 29: Surveillance

Readings:

- <http://www.theguardian.com/world/2013/jun/06/nsa-phone-records-verizon-court-order>
 - <http://www.theguardian.com/world/2013/jun/06/us-tech-giants-nsa-data>
 - Glenn Greenwald, "The Harm of Surveillance," and "No Place to Hide," e-reserves (it's one chapter; e-reserves split it into two .pdfs)
- Recommended: Watch *Citizenfour* (dir. Laura Poitras, 2014)

Knowledge base: Groups A and B (Greenwald)

October 1: Privacy

Readings:

- Watch *Erasing David*, available on Amazon Unbox for \$2.99
- Angwin, "Who Is Watching You?" <https://medium.com/backchannel/who-is-watching-you-7296eeb036c1>
- <http://gizmodo.com/facebook-dumped-intern-after-he-pointed-out-messengers-1723862055>

Knowledge base: Groups C (*Erasing David*) and D (Angwin)

October 6: Politics and ideologies of tech

Readings:

- Dumitrica, "You Are Your iPod!" e-reserves
- Barbrook and Cameron, "The California Ideology," <http://www.imaginaryfutures.net/2007/04/17/the-californian-ideology-2/>
- Jurgenson, <http://thesocietypages.org/sociologylens/2010/01/28/the-ipad-favors-passive-consumers-not-active-prosumers/>
- Rey, <http://thesocietypages.org/cyborgology/2011/12/01/how-cyberpunk-warned-against-apples-consumer-revolution/> -- read only up to the paragraph that begins, "Even before the Internet Age blossomed"

Knowledge base: Groups E (Dumitrcia), A (Barbrook and Cameron), B (Rey)

October 8: ***MIDTERM EVALUATION*******

October 13: Work: Free and flexible labor, aka exploitation

- Scholz, "What the MySpace Generation Should Know about Working for Free," collectivate.net/journalisms/2007/4/3/what-the-myspace-generation-should-know-about-working-for-free.html
- Horning, "The Social Filter," <http://thepointmag.com/2014/criticism/social-filter>
- Kessler, "Pixel and Dimed," <http://www.fastcompany.com/3027355/pixel-and-dimed-on-not-getting-by-in-the-gig-economy>

Knowledge base: Groups C (Scholz), D (Horning), E (Kessler)

October 15: Work: Global exploitation

Readings:

- Anderson, "Free! Why \$0.00 Is the Future of Business," http://archive.wired.com/techbiz/it/magazine/16-03/ff_free
- Hossfield, "'Their Logic Against Them': Contradictions in Sex, Race, and Class in Silicon Valley," e-reserves
- Simpson, "The Deadly Tin inside Your iPhone," <http://www.businessweek.com/articles/2012-08-23/the-deadly-tin-inside-your-ipad>

Knowledge base: Groups A (Hossfield), B (Simpson)

October 20: Identity: Race/Ethnicity

Readings:

- Nakamura, "Identity Tourism and Racial Passing on the Internet," <http://www.humanities.uci.edu/mposter/syllabi/readings/nakamura.html>
- Majoo, "How Black People Use Twitter," http://www.slate.com/articles/technology/technology/2010/08/how_black_people_use_twitter.html
- boyd, "An Old Fogey's Analysis of a Teenager's View on Social Media," <https://medium.com/message/an-old-fogeys-analysis-of-a-teenagers-view-on-social-media-5be16981034d>
- Jones, "Is Twitter the Underground Railroad of Activism?" http://www.salon.com/2013/07/17/how_twitter_fuels_black_activism/
- Manison, "Social Media Revealing Present-Day Racism toward African-Americans," <http://bit.ly/1yst41B>

Exercise: Please visit the comments section about a story dealing with a racially charged issue. Please bookmark it and consider it in light of Manison's short article.

Knowledge base: Groups C (Nakamura), D (Majoo), E (boyd)

October 22: Self-Branding

- <http://www.nytimes.com/2015/08/13/health/fda-warns-company-over-kardashian-instagram-marketing.html>
- Marwick, video (about 1 hour)
<https://cyber.law.harvard.edu/interactive/events/luncheon/2011/03/marwick>

Knowledge base: Group A (Marwick)

October 25: Email Dr. Banner your proposed topic for your final presentation.

October 27: Identity: Gender

Readings:

- Jardin, "Men Invented the Internet," <http://boingboing.net/2012/06/03/nyt-men-invented-the-inter.html>
- Miller, "Technology's Man Problem," www.nytimes.com/2014/04/06/technology/technologys-man-problem.html
- Enayati, "Facebook: The Encyclopedia of Beauty?," <http://edition.cnn.com/2012/03/16/living/beauty-social-networks/index.html>
- Eveleth, "How Self-Tracking Apps Exclude Women," <http://www.theatlantic.com/technology/archive/2014/12/how-self-tracking-apps-exclude-women/383673/>

Knowledge base: Groups B (Jardin), C (Miller), D (Enayati), E (Eveleth)

October 29: Regulation

Readings:

- *Blown to Bits*, Ch. 7, "You Can't Say That on the Internet," online
- <http://www.dailydot.com/opinion/twitter-harassment-rape-death-threat-report/>

Knowledge base: Group A (*Blown to Bits*)

November 3: Activism

Readings:

- Morozov, "Why Kierkegaard Hates Slacktivism," e-reserves
- Kendzior, "The Subjectivity of Slacktivism,"
<http://www.aljazeera.com/indepth/opinion/2012/04/201244114223946160.html>
- Shirky, "The Political Power of Social Media," <http://www.foreignaffairs.com/articles/67038/clay-shirky/the-political-power-of-social-media>

Knowledge base: Groups B (Morozov), C (Kendzior), D (Shirky)

November 5: Who controls the Internet: Consent of the Networked

Readings:

- Rebecca MacKinnon, "Consent of the Networked," part 1, <https://www.youtube.com/watch?v=md66Xoy7vm4>
- Part 2, <https://www.youtube.com/watch?v=Ay3OvsSiiCo>
- Facebook pulls Russian protest page, <http://www.nytimes.com/2014/12/23/world/europe/facebook-angers-russian-opposition-by-blocking-protest-page.html>
- <http://motherboard.vice.com/read/facebook-censorship-in-pakistan-is-skyrocketing>

Knowledge base: Group E (MacKinnon, both parts)

November 10: Who controls the Internet: Individual Tactics

Readings:

- Cory Doctorow, "Why I Won't Buy an iPad (and Think You Shouldn't Either)," <http://boingboing.net/2010/04/02/why-i-wont-buy-an-ipad-and-think-yo.html>
- "Project Reclaim," <http://teleogistic.net/2011/03/project-reclaim/>
- Project Reclaim update, <http://teleogistic.net/2012/08/project-reclaim-update/>
- "Who Owns Your Data? The Database of Me," <http://jenniferlynmorone.com/>

Knowledge base: Groups A (Doctorow), B (Project Reclaim)

November 12: Net Neutrality

Readings:

- Oliver, <https://www.youtube.com/watch?v=fpbOEoRrHyU>
- Bode, <https://www.techdirt.com/blog/netneutrality/articles/20150417/10581930699/facebook-zuckerberg-thinks-aggressively-violating-net-neutrality-is-fine-if-you-just-mean-well.shtml>
- <https://www.battleforthenet.com/internethealthtest/>

Knowledge base: Groups C (Bode)

November 17: Making: Copyright and Creativity

Readings:

- Lessig, "How Creativity Is Being Strangled by the Law," *e-reserves*
- Jonathan Lethem, "The Ecstasy of Influence," <http://harpers.org/archive/2007/02/the-ecstasy-of-influence/>

- Look at the Creative Commons website, <https://creativecommons.org/> -- and the following pages:
 - “History,” <https://creativecommons.org/about/history>
 - “Licenses,” <https://creativecommons.org/licenses/>
 - “Who Uses Creative Commons,” <https://creativecommons.org/who-uses-cc>
 - “Case Studies” <https://creativecommons.org/tag/case-studies>

Knowledge base: Groups D (Lessig), E (Lethem)

November 19: Making: Transmedia Storytelling

Readings:

- Norrington, “Transmedia Tales and the Future of Storytelling,” <http://www.wired.co.uk/news/archive/2009-11/25/transmedia-tales-and-the-future-of-storytelling>
- Coelle et al., “Transmedia Manifest,” [http://www.transmedia-manifest.com/\[U1\]](http://www.transmedia-manifest.com/[U1])

No Knowledge Base: everyone brings in an example of an ARG they want to talk about in class

November 24 & 26: NO CLASS

December 1: Presentations

December 3: Presentations

December 8: Presentations

December 10: Presentations