CENTER FOR WORKER EDUCATION
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DEPARTMENT OF INTERDISCIPLINARY ARTS AND SCIENCES

IAS 31168 / Digital Media and Society (Hybrid)
Fall 2015
Thursday 6:00-9:20pm
Dr. Elizabeth Bullock
ebullock@ccny.cuny.edu
Office Hours: by appointment (please e-mail me to set a time)

Course Description:

Digital media has become part and parcel of our daily lives, as well as an active agent of social and institutional change, altering the very nature of government, education, health, the news, and labor. This course will introduce students to the history of digital technologies, including the Internet, Web 2.0 platforms and social media, and the "smart" phone and will locate these histories within a sociological framework, asking and answering the question: What "social" effects do these technologies bring about? The class will explore this question in relationship to a range of issues, on inequality, digital social movements and community formation, digital labor, surveillance, race and gender online, and digital social interactions.

In our engagement with question about the social effects of new media, we will consider how our behavior including our "likes" on Facebook, the prevalence of e-mail and texting, and the use of Learning Management Systems in the classroom alters social meaning, value, and agency for our lives. The course will meet on Thursdays from 6:00 to 8:00pm. The remaining hour and twenty minutes of the course will be completed online, primarily on WordPress. We will experiment with other platforms as well including Email, Twitter, Facebook, and Text messaging. It is recommended that students have basic computer skills and reliable access to the Internet to complete the class.

Learning Outcomes:

By the end of this course, you should be able to articulate some understanding of the relationship of digital media to broad scale social and cultural shifts as explored in our readings. In other words, you should be able to articulate how changes in the nature of government, education, health, the news, and labor shape our uses of digital media and how digital media shapes variable aspects of social and cultural life. You should be able to critique the way scholars, as well as journalists and activists, characterize the social impact of digital media. Finally, you will begin to build your own theories about the connection of digital media to "social" life.

Required Books:

Most course materials will be posted online at our course website: http://dms15.elizabethbullock.com. In addition, you will need to purchase the following book:

Taylor, Astra. 2014. *The People's Platform: Taking Back Power and Culture in the Digital Age*. New York, NY: Metropolitan Books.

Assessment:

Class Participation and Hybrid Assignments: 40%
Class Reading Preparation: 15%
In Class Midterm: 20%
Take Home Final Exam: 25%

Course Requirements:

This course requires that you attend class regularly and that you participate in classroom discussions. Additionally, each week you must complete the hybrid assignments. These assignments will be posted on our course website http://dms15.elizabeth.bullock.com. **Failing to complete the hybrid assignment is counted as a class absence.**

Our course will employ student led readings discussions. Students will summarize course readings, highlight key insights, and prepare discussions questions for the class. A calendar of presentations will be created. It is your responsibility to note the date of your presentation. Missed presentations cannot be made-up.

We will have one in-class midterm. The midterm will test students' knowledge of ideas and concepts addressed in the reading materials. Midterms questions will be distributed before the exam. THERE IS NO MAKE UP EXAM OFFERED. If you miss the Midterm exam, you will fail the midterm.

Finally, students will complete a take-home final exam that will be distributed in our final class and due during exam week. Questions for the final exam will be drawn from our classroom discussions and will build on the hybrid assignments posted on our course website.

Attendance and Lateness Policy:

Students are expected to attend every class session of the course and to be on time. An instructor has the right to drop a student from a course for excessive absence. (No distinction is made between excused and unexcused absences.) Students are advised to determine the instructor's policy at the first class session.

Each instructor retains the right to establish his or her own policy, but students should be guided by the following general College policy: the number of hours absent may not exceed twice the number of contact hours the course meets per week. **[For CWE courses, this means missing more than two class sessions.]**

When a student is dropped for excessive absence, the Registrar will enter the grade of a WU. A WU counts as an F in the calculation of the GPA. A student may appeal this action to the CLAS Committee on Course and Standing

Students who miss more than two classes before the official "W" deadline have the option to withdraw without academic penalty and may wish to consider doing so. They will have a W placed on their transcript, which does not affect a student's GPA.

Academic Integrity Policy:

According to the CUNY Policy on Academic Integrity:
Plagiarism is the act of presenting another person's ideas, research or writings as your own. The following are some examples of plagiarism:
- Copying another person's actual words without the use of quotation marks and footnotes attributing the words to their source;
- Presenting another person's ideas or theories in your own words without acknowledging the source;
- Using information that is not common knowledge without acknowledging the source;

- Failing to acknowledge collaborators on homework and laboratory assignments.

Internet plagiarism includes submitting downloaded term papers or parts of term papers, paraphrasing or copying information from the internet without citing the source, and "cutting & pasting" from various sources without proper attribution.

Instructors are required to report all academic integrity violations. A student who plagiarizes may incur academic and disciplinary penalties, including failing grades, suspensions, and expulsion. A complete copy of the CUNY Policy on Academic Integrity may be downloaded from the CCNY website: http://www1.ccny.cuny.edu/facultystaff/provost/policies_integrity.cfm

Services for Students with Disabilities:

Qualified students with disabilities will be provided reasonable academic accommodations if determined eligible by CCNY's AccessAbility Center (AAC). Prior to granting disability accommodations in this course, the instructor must receive written verification of a student's eligibility from the AAC, which is located on the uptown campus in NAC 1/218. It is the student's responsibility to initiate contact with the AAC and to follow the established procedures for having the accommodation notice sent to the instructor. You can contact the AAC at 212-650-5913 (TTY/TTD: 212-650-6910).

Cell phones:

The use of cell phones in class or in the hallways outside classrooms is disruptive and diminishes the quality of class time. If you require your cell phone to be on during class, please let me know. Otherwise, make sure you put your cell phone away.

Eating in class:

Eating is discouraged in classrooms, as it creates cleaning problems. Please be sure to eat before class.

Course Schedule:
(subject to revision)

Week One: 8/27:

Overview of the course: Preliminary explorations of the digital and the social. Getting started with WordPress.

Hybrid assignment due by midnight Tuesday, September 1st.

Your assignment this week is to write 250-300 words responding to Part 2 of the Writing Assignment we began in class. Make sure that your assignment begins with a brief introduction. Include your name and whether your response addresses the work of Taylor, Turner, or Scholz. **Please note:** To receive credit for this assignment, you must post your response to WordPress no later than midnight on Tuesday next week.

Week Two: 9/03:

Taylor, Astra (2014). "Preface" and "Chapter 1: A Peasant's Kingdom," from *The People's Platform*. New York, NY: Metropolitan Books. Pp. 1-38.

Week Three: 9/17

Taylor, Astra (2014). "Chapter 2: For Love or Money," from *The People's Platform*. New York, NY: Metropolitan Books. Pp. 39-67.

Taylor, Astra (2014). "Chapter 3: What We Want," from *The People's Platform*. New York, NY: Metropolitan Books. Pp. 68-103.

Week Four: 9/24

Taylor, Astra (2014). "Chapter 4: Unequal Uptake," from *The People's Platform*. New York, NY: Metropolitan Books. Pp. 104-140.

Taylor, Astra (2014). "Chapter 5: The Double Anchor," from *The People's Platform*. New York, NY: Metropolitan Books. Pp. 141-176.

Week Five: 10/1

Taylor, Astra (2014). "Chapter 6: Drawing a Line" and "Conclusion" from *The People's Platform*. New York, NY: Metropolitan Books. Pp. 177-232.

Week Six: 10/8

Scholz, Trebor (2013). "Introduction" from *Digital Labor: the Internet as Factory and Playground*. New York: Routledge.

Ross, Andrew (2013). "In Search of the Lost Paycheck" from *Digital Labor: the Internet as Factory and Playground*. New York: Routledge.

Week Seven: 10/15

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Week Eight: 10/22

Terranova, Tiziana (2013). "Free Labor" from *Digital Labor: the Internet as Factory and Playground*. New York: Routledge.

Wark, MacKenzie (2013). "Considerations on a Hacker Manifesto" from *Digital Labor: the Internet as Factory and Playground*. New York: Routledge.

Week Nine: 10/29

Aytes, Ayhan (2013). "Mechanical Turk and Neoliberal States of Exception" from *Digital Labor: the Internet as Factory and Playground*. New York: Routledge.

De Kosnik, Abigail (2013). "Fandom as Free Labor" from *Digital Labor: the Internet as Factory and Playground*. New York: Routledge.

Week Ten: 11/5

Dean, Jodi (2013). "Whatever Blogging" from *Digital Labor: the Internet as Factory and Playground*. New York: Routledge.

Beller, Jonathan (2013). "Digitality and the Media of Dispossession" from *Digital Labor: the Internet as Factory and Playground*. New York: Routledge.

Week Eleven: 11/12

Turner, Fred (2006). "Introduction" from *From Cyberculture to Counterculture: Stewart Brand, the Whole Earth Network, and the Rise of Digital Utopianism*. Chicago: The University of Chicago Press. Pp 1-9.

Turner, Fred (2006). "The Shifting Politics of the Computational" from *From Cyberculture to Counterculture: Stewart Brand, the Whole Earth Network, and the Rise of Digital Utopianism*. Chicago: The University of Chicago Press. Pp 11-39.

Week Twelve: 11/19

Turner, Fred (2006). "Stewart Brand Meets the Cybernetic Counterculture" from *From Cyberculture to Counterculture: Stewart Brand, the Whole Earth Network, and the Rise of Digital Utopianism*. Chicago: The University of Chicago Press. Pp 41-68.

Turner, Fred (2006). "The Whole Earth Catalogue as Internet Technology" from *From Cyberculture to Counterculture: Stewart Brand, the Whole Earth Network, and the Rise of Digital Utopianism*. Chicago: The University of Chicago Press. Pp 69-102.

Week Thirteen: 12/3

Turner, Fred (2006). "Taking the Whole Earth Digital" from *From Cyberculture to Counterculture: Stewart Brand, the Whole Earth Network, and the Rise of Digital Utopianism*. Chicago: The University of Chicago Press. Pp 103-140.

Turner, Fred (2006). "Virtuality and Community on the WELL" from *From Cyberculture to Counterculture: Stewart Brand, the Whole Earth Network, and the Rise of Digital Utopianism*. Chicago: The University of Chicago Press. Pp 141-174.

Week Fourteen: 12/10

Turner, Fred (2006). "Networking the New Economy" from *From Cyberculture to Counterculture: Stewart Brand, the Whole Earth Network, and the Rise of Digital Utopianism*. Chicago: The University of Chicago Press. Pp 175-206.

Turner, Fred (2006). "Wired" from *From Cyberculture to Counterculture: Stewart Brand, the Whole Earth Network, and the Rise of Digital Utopianism*. Chicago: The University of Chicago Press. Pp 207-236.

Week Fifteen: 12/17

Turner, Fred (2006). "The Triumph of the Network Mode" from *From Cyberculture to Counterculture: Stewart Brand, the Whole Earth Network, and the Rise of Digital Utopianism*. Chicago: The University of Chicago Press. Pp 237-262.

TAKE HOME EXAM DISTRIBUTED