

	TOPIC	Readings/viewings are due on the date listed	BLOG Posts Due: Choose a minimum of five, excluding the first and last posts which are required! (See detailed assignment parameters for these.)	BOOK DISCUSSIONS
1/15	<b>INTRODUCTION TO DIGITAL CULTURES</b>			
1/17		Chap. 1, Baym; Three Orders, Weinberger, <b>On reserve</b> ; <a href="http://www.newmedialiteracies.org">http://www.newmedialiteracies.org</a> : Read and watch!	"About me" blog post	
1/22	<b>INFORMATION: ORDER, MEMES AND CULTURAL PRODUCTION</b>	What is Web 2.0, O'Reilly, SMR An anatomy of a YouTube meme, Shifman; (on reserve) The Language of Internet Memes, Davison; SMR	1. Post an example demonstrating your understanding of one of the key Ch. 1 terms. Include a photo, video, audio, links,... Create a play list that has implicit meaning for you. Bring it to share and discuss.	
1/24		<a href="http://www.youtube.com/user/mwesch">http://www.youtube.com/user/mwesch</a> Wesch, M. <i>The Machine is us-ing us</i> ,  <a href="#">An anthropological introduction to YouTube</a>  [ <a href="http://www.shirky.com/writings/ontology_overrated.html">http://www.shirky.com/writings/ontology_overrated.html</a> ]	2. Check out knowyourmeme.com's Meme Database. Choose a meme from the Database or one that you particularly enjoyed—not one we discussed in class, and discuss how the meme has morphed, or gone viral, and how it fits/or doesn't fit, our understanding of meme-hood.	
1/29	<b>HISTORY OF SOCIAL MEDIA:</b>	Danah Boyd, Nicole Ellison, Social Network Sites: Definition, History, and Scholarship  <a href="http://jcmc.indiana.edu/vol13/issue1/boyd.ellison.html">http://jcmc.indiana.edu/vol13/issue1/boyd.ellison.html</a> Donath, J. (2004). Sociable media. <i>On reserve</i> .		
1/31		Kelly, K. (2005, January 1). Wired 13.08: We are the web. <i>Wired News</i> .		<b>EVERYTHING IS MISCELLANEOUS</b>

		<a href="http://www.wired.com/wired/archive/13.08/tech.html">http://www.wired.com/wired/archive/13.08/tech.html</a>		
2/5	<b>THEORIES OF SOCIAL NETWORKS</b>	<a href="http://howardrheingold.posterous.com/a-min-course-on-network-and-social-network-li">http://howardrheingold.posterous.com/a-min-course-on-network-and-social-network-li</a> Howard Rheingold, mini course. Baym Chapter 2		
2/7		Affordances, Don Norman <a href="http://www.youtube.com/watch?v=NK1Zb_5VxuM">http://www.youtube.com/watch?v=NK1Zb_5VxuM</a>		
2/12	<b>IDENTITY IN SOCIAL NETWORKING SITES</b>	Baym Chapter 3 and 5, “New Relationships, New Selves”  boyd, danah. (2007) “Why Youth (Heart) Social Network Sites: The Role of Networked Publics in Teenage Social Life.” <a href="http://www.danah.org/papers/WhyYouthHeart.pdf">http://www.danah.org/papers/WhyYouthHeart.pdf</a>	3. Pick a social networking site of which you are an active user. (Try to zero in on something particular and less ubiquitous than Facebook—a fan page, a group or page of Facebook, Goodreads, etc.) Consider and discuss the ways in which this experience does or doesn’t meet your standards/expectations for community.	<b>THE SHALLOWS</b>
2/14	RACE, CLASS, DIGITAL DIVIDE	LISA NAKAMURA, RACE IN/FOR CYBERSPACE: IDENTITY TOURISM AND RACIAL PASSING.... <a href="http://www.humanities.uci.edu/mposter/syl/abi/readings/nakamura.html">http://www.humanities.uci.edu/mposter/syl/abi/readings/nakamura.html</a>  FARHAD MANJOO, HOW BLACK PEOPLE USE TWITTER <a href="http://www.slate.com/articles/technology/technology/2010/08/how_black_people_use_twitter.html">http://www.slate.com/articles/technology/technology/2010/08/how_black_people_use_twitter.html</a> RESPONSE TO MANJOO <a href="http://jessicafayecarter.com/a-response-to-farhad-manjoods-how-black-people-use-twitter/">http://jessicafayecarter.com/a-response-to-farhad-manjoods-how-black-people-use-twitter/</a>	4. Find a news article on a popular site like CNN.com or HuffingtonPost.com that deals with gender, race, sexuality, class, nationality, religion, or another aspect of identity. Read and analyze the comments—what views are expressed? How do commenters respond to each other? Do you think this is different from face-to-face conversations? Why?	
2/19	<b>SOCIAL MEDIA AND RELATIONSHIPS</b>	The Benefit of Facebook friends <a href="http://jcmc.indiana.edu/vol12/issue4/ellison.html">http://jcmc.indiana.edu/vol12/issue4/ellison.html</a> Why Mainstream Social Networks Complicate Our Identities <a href="http://mashable.com/2011/09/01/social-media-identities/">http://mashable.com/2011/09/01/social-media-identities/</a>	<b>FINAL PROJECT TOPICS SUBMITTED</b>	

		Terry Gross Interview of Sherry Turkle, <a href="http://www.npr.org/2012/10/18/163098594/in-constant-digital-contact-we-feel-alone-together">http://www.npr.org/2012/10/18/163098594/in-constant-digital-contact-we-feel-alone-together</a> Recommended: Sharing and Web 2.0; The emergence of a keyword; on reserve.		
2/21	<b>GENDER IDENTITY/REPRESENTATION</b>	Dobson, "The 'Grotesque Body' in Young Women's Self Presentations on MySpace" Banet-Weiser, "Branding the post-feminist self: Girls' video production and youtube"		<b>ALONE TOGETHER</b>
2/26	<b>VIRTUAL/ONLINE COMMUNITIES</b>	Chapter 4, Baym <a href="http://www.chass.utoronto.ca/%7Ewellman/publications/netsurfers/netsurfers.pdf">http://www.chass.utoronto.ca/%7Ewellman/publications/netsurfers/netsurfers.pdf</a>		
2/28		Turner, F. (2005). Where the counterculture met the new economy: The WELL and origins of virtual community. <i>Technology and Culture</i> 46, 485-512 RHEINGOLD VIDEOS...☺  *Zuckerman, E. (2006). <i>The history of the internet in five minutes</i> . Talk delivered at the Berkman Center for Internet and Society, Cambridge, Massachusetts. Video retrieved February 1, 2009 from <a href="http://www.youtube.com/watch?v=V2QdEj8UjBc">http://www.youtube.com/watch?v=V2QdEj8UjBc</a>		<b>COGNITIVE SURPLUS</b>
3/5	<b>ONLINE NETWORKS: POLITICS AND THE PUBLIC SPHERE</b>	Rheingold, H. (6 February 2009). Howard Rheingold's public sphere in the internet age widget. Video retrieved February 12, 2009 from <a href="http://howardrheingold.posterous.com/">http://howardrheingold.posterous.com/</a> Claire Cain Miller, "How Obama's Internet Campaign Changed Politics" <a href="http://bits.blogs.nytimes.com/2008/11/07/how-obamas-internet-campaign-changed-politics/">http://bits.blogs.nytimes.com/2008/11/07/how-obamas-internet-campaign-changed-politics/</a>	*5.Choose, consume and discuss one of Rheingold's linked articles/videos on your blog to enhance your understanding	

<b>3/7</b>	<b>GOVT., ORGS, &amp; ACTIVISM</b>	Ekaterina Stepanova, The Role of Information Communication Technologies in the “Arab Spring” Lev Grossman, Iran Protests: Twitter, the Medium of the Movement, <a href="http://www.time.com/time/world/article/0,8599,1905125,00.html">http://www.time.com/time/world/article/0,8599,1905125,00.html</a>	6. Follow the twitter stream of a political figure. What do you observe about language, syntax, tone, content? How does he/she manifest aspects of computer mediated communication? Mini CA <b>FINAL PROJECT PROPOSALS SUBMITTED</b>	<b>HERE COMES EVERYBODY</b>
<b>3/11-3/15</b>	<b>SPRING BREAK</b>			
<b>3/19</b>	<b>SOCIAL MEDIA AND ART</b>	Fred Berenson, On The Fungibility and Necessity of Cultural Freedom; (SMR) Michael Mandiberg, Giving Things Away is Hard Work, (SMR) Ai Wei Wei on Tom Ashbrook, <a href="http://onpoint.wbur.org/2013/01/10/ai-weiwei-2">http://onpoint.wbur.org/2013/01/10/ai-weiwei-2</a>  They Became what they Beheld, <a href="HTTP://WWW.YOUTUBE.COM/WATCH?V=BM-JJVQU3U4&amp;FEATURE=YOUTUBE_GDATA_PLAYER">HTTP://WWW.YOUTUBE.COM/WATCH?V=BM-JJVQU3U4&amp;FEATURE=YOUTUBE_GDATA_PLAYER</a>  <b>GUEST ARTIST NATALYA ZAHN</b>	<b>FINAL PROJECT PROPOSALS APPROVED</b>	
<b>3/21</b>	<b>FAN AND PARTICIPATORY LITERACY</b>	Lessig, REMIX: How Creativity Is Being Strangled by the Law (SMR) Lessig, L. (2007, March). <i>How creativity is being strangled by the law</i> . TED Talk <a href="http://www.ted.com/index.php/talks/larry_lessig_says_the_law_is_strangling_creativity.html">http://www.ted.com/index.php/talks/larry_lessig_says_the_law_is_strangling_creativity.html</a> Henry Jenkins, Quentin Tarantino’s Star Wars? (SMR)		<b>GUTENBERG ELEGIES</b>
<b>3/26</b>	<b>LAW, ETHICS AND PRIVACY</b>	Rosforth (2007). <i>Good copy bad copy: A documentary about the current state of copyright and culture.</i>		

		Retrieved January 14, 2009 from <a href="http://www.goodcopybadcopy.net">http://www.goodcopybadcopy.net</a>		
<b>3/28</b>		Boyd & Hargittai, <a href="#">Facebook Privacy Settings: Who Cares?</a> <a href="http://firstmonday.org/htbin/cgiwrap/bin/ojs/index.php/fm/article/viewArticle/3086/2589">http://firstmonday.org/htbin/cgiwrap/bin/ojs/index.php/fm/article/viewArticle/3086/2589</a> Kirkpatrick, "Why Facebook is Wrong About Privacy" <a href="http://readwrite.com/2010/01/11/why_facebook_is_wrong_about_privacy">http://readwrite.com/2010/01/11/why_facebook_is_wrong_about_privacy</a> boyd, "Real Name Policies are an Abuse of Power" <a href="http://www.zephoria.org/thoughts/archives/2011/08/04/real-names.html">http://www.zephoria.org/thoughts/archives/2011/08/04/real-names.html</a>		
<b>4/2</b>	<b>DIGITAL JOURNALISM, CIVIC MEDIA, AND PARTICIPATORY LITERACIES</b>	Shirky, Clay, Newspapers and Thinking the Unthinkable, <a href="http://www.shirky.com/weblog/2009/03/newspapers-and-thinking-the-unthinkable/">http://www.shirky.com/weblog/2009/03/newspapers-and-thinking-the-unthinkable/</a> Rosen, J. "The People Formerly Known as the Audience" (SMR)	7. Read comments to Shirky and discuss the value added; think about letters to the editor and face to face dialog versus comments. What do comments add to civic discourse? Take from it?	
<b>4/4</b>		Benkler, Y., and Sunstein, C. (10 April 2008). <i>Our world digitized: The good, the bad, the ugly</i> . Panel discussion at the MIT Communications Forum <a href="http://video.mit.edu/watch/our-world-digitized-the-good-the-bad-the-ugly-9333/Social%20Media,%20Growing%20in%20Legal%20Circles,%20Find%20a%20Role%20in%20Florida%20Murder%20Case">http://video.mit.edu/watch/our-world-digitized-the-good-the-bad-the-ugly-9333/Social Media, Growing in Legal Circles, Find a Role in Florida Murder Case</a> <a href="http://www.nytimes.com/2012/11/07/us/social-media-finds-a-role-in-case-against-zimmerman.html?_r=0">http://www.nytimes.com/2012/11/07/us/social-media-finds-a-role-in-case-against-zimmerman.html?_r=0</a>	8. Follow LauraNelson or another social media professional for two weeks, and post/comment on where it takes you: new follows? New expertise? New Interests?	<b>You are Not a Gadget</b>
<b>4/9</b>		Gillmor, D. (2008). <i>Principles for a new media literacy</i> . Retrieved January 31, 2009 from <a href="http://citmedia.org/blog/2008/12/27/principles-for-a-new-media-literacy/">http://citmedia.org/blog/2008/12/27/principles-for-a-new-media-literacy/</a> Rheingold, H. (2008). <i>Video interview with Dan Gillmor: Mainstream media vs. bloggers meme and advice to</i>		

		<i>young journalists</i> . Retrieved online February 12, 2009 from <a href="http://vlog.rheingold.com/index.php/site/video/dan-gillmor-mainstream-media-vs-bloggers-meme-advice-to-young-journalists/">http://vlog.rheingold.com/index.php/site/video/dan-gillmor-mainstream-media-vs-bloggers-meme-advice-to-young-journalists/</a>		
<b>4/11</b>	<b>SOCIAL MEDIA AND MARKETING</b>	Claire Suddath, "Five reason's the Kony Video Went Viral," <a href="http://www.businessweek.com/articles/2012-03-16/five-reasons-the-kony-video-went-viral">http://www.businessweek.com/articles/2012-03-16/five-reasons-the-kony-video-went-viral</a> ON Instagram, 12/18/12, The Social Media Marketing Blog, <a href="http://www.scottmonty.com/">http://www.scottmonty.com/</a>  Between Democracy and Spectacle, Stadler, (SMR)		
<b>4/16</b>	<b>SOCIAL MEDIA ANALYTICS</b>	<b>Dash</b> , " <a href="http://dashes.com/anil/2012/05/fixing-popchips.html">How to Fix Popchips' Racist Ad Campaign</a> " <a href="http://dashes.com/anil/2012/05/fixing-popchips.html">http://dashes.com/anil/2012/05/fixing-popchips.html</a> (NOTE: the video is not available from this site. Do your best to find it, and all the flack generated by it.) <b>Laura Nelson, guest lecture</b>	9. Find an ad campaign that utilizes social media in an innovative and yet responsible way AND one that doesn't. What makes one successful and the other not?	<b>CLICK</b>
<b>4/18</b>	<b>FINAL PRESENTATIONS</b>			
<b>4/23</b>	"			
<b>4/25</b>	"		<b>Final Blog Class Evaluation</b>	