Syllabus & Course Policies
DMS 528/455 - Social Web Media

State University of New York at Buffalo
Department of Media Study
Spring 2014

M, W 1:00-2:50pm CFA 235

Instructor: Brian Larson Clark
Office hours: Mondays 3:00-4:00pm (and by appointment), CFA 244
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Course Website: http://media-study.com/spr14/socialwebmedia

Course Description
What does social media look like after the recent world events? How will the advent of emerging media change the landscape of the social web? What comes after social media? How will you use it? What will you create? In this class we will analyze web media in terms of participation and community formation. We will examine social networking sites, virtual community, peer-to-peer networks, reputation economies, digital piracy, open source development, activism, and privacy while developing a critical framework for discussing the state of networked culture. We will look at the technological and cultural questions brought to the forefront by the social web and investigate it's existing approaches and tools.

Current social media platforms have developed new means of connecting, relating, and sharing. Effective social media creation therefore involves practical as well as theoretical knowledge. Not only do we need to know how to use and create social media, but we need to know why we are using and creating social media. We will use the social media tools themselves to begin to understand how social worlds operate and how media platforms enable new ways of connection.

Course Objective
The course objective is to develop both a critical framework for understanding social networking and the technologies of collaboration. Students will synthesize information and developing their ideas through writing, discussion, project development and other activities.

Required Texts
All required readings will be distributed to the class as pdfs. They will be available on the course website.

Learning Outcomes & Assessment Grid for DMS 528/455 Social Web Media

Learning Outcome	Assessment
1. Students should have an awareness of current privacy issues relating to social media based upon the assigned readings, the class lecture, and the class discussion.	Writing Assignment: Blog Post #1 in response to the first reading assignment.
2. Students should demonstrate an understanding of the development of the public sphere based upon "The Public Sphere, an encyclopedia article" by Habermas, and by the related class lecture/discussion.	Writing Assignment: Blog Post #2 in response to the second reading assignment.
3. Students should demonstrate an understanding of the history and development of virtual communities as discussed in "Where the Counterculture Met the New Economy: The WELL and the Origins of Virtual Community" (Turner) and by the related class lectures/discussions.	Writing Assignment: Blog Post #3 in response to the third reading assignment.
4. Students should demonstrate an understanding of the concepts of collaboration, cooperation and lowering the transaction costs as examined in Chapters 1-4 of "Here Comes Everybody" (Shirky).	Writing Assignment: Blog Post #4 in response to the fourth reading assignment.
5. Students should demonstrate an understanding of the concepts discussed in "The Wealth of Networks" (Benkler).	Writing Assignment: Blog Post #5 in response to the fifth reading assignment.

6. Students should demonstrate an awareness of issues concerning property and production (peer production / open source / copyright / intellectual property) as outlined in "Free Culture" (Lessig) and by the additional class materials, and the class discussions.	Writing Assignment: Blog Post #6 in response to the sixth reading assignment.
7. Students should demonstrate a detailed understanding of a social web media topic of their choice relating to one or more of the following subjects: Virtual Community Privacy Issues in the Information Age/ Tracking/Data Mining Piracy/SOPA/PIPA/DMCA/Intellectual Property Net Neutrality Remix Culture The Open Source Movement Mass Amateurization Citizen Journalism Activism/Tactical Media Social Media's Impact on World Events (Arab Spring, Wikileaks, Anonymous, etc.)	Final Presentation and Discussion Final Paper/Final Project

Disclaimer
This syllabus is subject to revision by the instructor.

Office Hours
Mondays 3:00-4:00, CFA 244. You are welcome to drop by during those hours or make an appointment to introduce yourself or discuss your work. If my regular office hours will not fit your schedule (If you have a class or work obligation during that time) talk to me or email me and we will work out an alternate time.

E-Mail
Be sure to check your UB email account regularly. PDFs, course materials, and course updates will be distributed by email. When sending me an email please always include DMS-528 or DMS-455 within the subject line.

Course Website
http://media-study.com/spr14/socialwebmedia

Course Work
Unless otherwise specified, assignments and projects must be submitted by the beginning of class the day they are due. Late work will be penalized unless you have a reasonable excuse and make arrangements in advance. If you are having trouble turning in work due to circumstances beyond your control, please let me know.

Evaluation
Grades will be calculated as follows:
10% classroom participation/performance
30% short writing assignments/blogging
10% paper/project proposals
20% final presentation
30% final paper/project

Grading Scale
93-100   A
90-92   A-
87-89   B+
83-86   B
80-82   B-
77-79   C+
73-76   C
70-72   C-
69-65   D
64 or less F

Academic Integrity
In general, you may not turn in work for this course which you will also use for credit in another course. If you have questions about this policy, please discuss it with me.

Offensive Content
In class we will examine a broad range of creative work. Thee may be selections with some students will find offensive in content or tone. In such cases, students are permitted to leave the room without penalty, at their own discretion.

General Policies
A. Students who require special accommodations because of diagnosed disability should bring relevant documentation to the instructor and/or to the Chair, who will oversee arrangements with assistance from the Office of Disabilities.

B. Student athletes must provide an official letter with the dates of their meets and travel days during the first weeks of classes. Make up quizzes and exams that fall during those days must be rescheduled with the instructor at least 3 days before departure. As a rule of thumb, we will administer make-ups and move work deadlines to the day before the student leaves town.

C. Students are expected to turn off and put away mobile phones, pagers, iPods, CD players. Computers are ok.

D. Students are not allowed to eat in the classroom. Please eat before or after class.

E. Students are expected to follow the guidelines for appropriate behavior outlined in the University Catalog. Disruptive behavior will not be tolerated.

F. If you need to depart early, do so quietly after having cleared it with your instructor at the beginning of the class.

G. The grade of incomplete will be given only to students who have some serious, well-documented medical condition or in cases of family tragedy, etc. and who have satisfied the attendance policy and are missing only one major assignment. No incomplete will be given to substitute for a poor or failing grade or for any other reasons. A written agreement must be drafted and signed by the instructor and the student. The instructor reserves the right to request completion of the incomplete prior to the 12 months set by the University.

H. Final grades are final. Once grades are submitted they will not be changed. Thus, students should refrain from cajoling instructors (via email, phone, in person, etc.) into changing the final grade, which goes against the University policy.

Attendance You are expected to be here each day, on time and ready to go. You are expected to have completed any assigned reading and to participate in class discussions, critiques, and the work at hand. Participation in class will account for part of the course grade.

A. Regular attendance is required for the development of proficiency skills.

B. Attendance means attentiveness, cooperation, and active participation in class.

C. Students are responsible for the material covered and the homework assigned on the day/s they were absent

D. In case of an ongoing problem, such as a personal crisis or chronic illness, the student should resign form the course and retake it when the circumstances allow for the fulfillment of the requirements.

E. Tardiness: arriving after class has started may count as an absence or partial absence.

F. Leaving the classroom for a considerable period of time will be considered an absence.

It is a long semester and things come up, so you may miss class a total of three (3) times for any reason, but after that your final grade will be automatically reduced a half-letter grade for each additional absence.

Class Work
A. Students are expected to do their own work on all assignments and course work.

B. Academic dishonesty will result in a failing grade and disciplinary actions by the university. Examples of academic dishonesty are: copying the work from the Internet or a book, having someone else do the work for you, or cheating during an exam or quiz.

C. Be prepared for class each day by having done the assigned readings, etc.

D. Homework will be assigned during each class by the instructor.

E. It is the student's responsibility to bring any questions on the homework to the attention of the instructor.

F. Homework will be turning in to the instructor on the designated date.

Course Schedule & Assignments

This is a tentative schedule. Expect it to change. Due dates and expectations will be announced in class.

WEEK 1
1/27, 1/29
Topic: Introduction to course
Topic: Social Web Media - where we are now
Introduction: Video: Ethan Zuckerberg
Student accounts will be added to the Class Blog.

WEEK 2
2/3, 2/5
Topic: communication technologies and the public sphere
Read: Habermas, "The Public Sphere, an encyclopedia article" (1964)
Read: Enzensberger, "Constituents of a Theory of Media"

WEEK 3
2/10, 2/12
Topic: communication technologies and the public sphere (continued)

WEEK 4
2/17, 2/19
Topic: history of virtual community
Read: (chapters TBD) Turner, "Counterculture to Cyberculture"

WEEK 5
2/24, 2/26
Topic: Collaboration, Cooperation and the Lowering of Transaction Costs
Read: Shirky, ch 1-4

WEEK 6
3/3, 3/5
Topic: Solving Social Dilemmas
Read: Shirky, ch 5-8

WEEK 7
3/10, 3/12
Topic: Work: Amateur or Professional
Read: Shirky, ch 9-end

WEEK 8
3/17, 3/19
Spring Break! No Class!

WEEK 9
3/24, 3/26
Topic: Identity and Perception
Read: Lessig, ch 1-4
Video: Everything is a Remix, parts 1-4
Individual Readings Assigned
Assignment: Presentation Proposal

WEEK 10
3/31, 4/2
Topic: Property and Production: peer production / open source / copyright / intellectual property
Read: Lessig 5-9
Video: RIP: A Remix Manifesto
Assignment: Paper/Project Proposal

WEEK 11
4/7, 4/9
Topic: Property and Production: peer production / open source / copyright / intellectual property Read: Lessig, ch 10-end

WEEK 12
4/14, 4/16
Topic: Control: media consolidation, data-mining, censorship/filtered Internet, net neutrality, surveillance
Read: Individual Reading

WEEK 13
4/21, 4/23
Topic: Control: semantic web
Topic: News and Cultural Production
Read: Individual Reading
Student Presentations

WEEK 14
4/28, 4/30
Topic: News and Cultural Production
Student Presentations

WEEK 15
5/5, 5/7
Student presentations
FINAL PROJECTS/PAPERS DUE

Recommended Texts

Benkler, Yochai. The wealth of networks: how social production transforms markets and freedom". New Haven, Conn: Yale University Press, 2007

Carr, Nicholas. The shallows: what the Internet is doing to our brains. New York: W. W. Norton & Company, 2010

Critical Art Ensemble. Digital resistance: explorations in tactical media. New York: Automedia, 2001

Jenkins, Henry. Convergence culture: where old and new media collide. New York: New York University Press, 2006

Law, Mandiberg, Michael. The social media reader. New York: New York University Press, 2012

Lessig, Lawrence. Free culture : how big media uses technology and the law to lock down culture and control creativity. New York: Penguin Press, 2004.

Lessig, Lawrence. Remix: making art and commerce thrive in the hybrid economy. New York: Penguin Press, 2008

MacKinnon, Rebecca. Consent of the networked: the world-wide struggle for Internet freedom. New York: Basic Books, 2012

Rheingold, Howard. Smart mobs: the next social revolution. Cambridge MA: Perseus Pub. 2002

Shirky, Clay. Here comes everybody: the power of organizing without organizations". New York: Penguin Press, 2008

Turner, Fred. From counterculture to cyberculture: Stewart Brand, the Whole Earth Network and the rise of digital utopianism. Chicago: University Of Chicago Press. 2006

Weinberger, David. Everything is miscellaneous: the power of the new digital disorder. New York: Times Books. 2007

Zittrain, Jonathan. The future of the Internet and how to stop it. New Haven, Conn: Yale Books Unbound, Yale University Press. 2008

This is a sample of texts that we will touch on in class. All required readings will be distributed to the class in pdf format.