COMM 7806/8806 Trends in Mass Communication

Course Description

YouTube. Facebook. Smartphones. Twitter. These and other new media channels are reconfiguring our identities and our relationships, our communities and our culture. They present new opportunities for collaboration and creativity, but also for surveillance and control. This graduate seminar will examine how various new media technologies are interacting with us as individuals and with society, particularly how we engage creatively with our culture and participate in civic life. Throughout, the course will place an emphasis on how the core themes of "networkability," mobility, and privacy are interacting with the phenomena under study. The course will also include an overview of key theories in new media. You will also be learning about the impact of new media by engaging with new media tools, specifically by posting regularly to a public class blog.

Instructor Information

Required Texts

Papacharissi, Z. (Ed.). (2010). *A Networked Self: Identity, Community, and Culture on Social Network Sites*. New York: Routledge.

Mandiberg, M. (Ed.) (2012). *The Social Media Reader*. New York: NYU Press.

Marshall, P. D. (2004). *New Media Cultures*. London: Hodder Arnold.

Additional required readings will be posted online in eCourseware.

Assignments

Weekly Blog Posts   25%

Each week you will post an integrated discussion of the week's readings on the public class blog (http://blogs.memphis.edu/newmedia/). The blog posts will be used as both a jumping off point for in-class discussions, and as a way to extend the discussion beyond the classroom. The blog will be made public and other new media researchers and grad students will be invited to comment on your entries, thereby allowing you to engage with the wider community. Weekly blog posts should be a minimum of 300 words (MA)/425 words (PhD) in length. In addition, you will be expected to

engage with your classmates by commenting on your peers' blog entries. **Blog posts are due by 4:30pm the day of class.**

Paper Proposal Presentation & Extended Abstract   15%

You will give an in-class presentation (approximately 15-20 minutes) proposing the topic of your final paper. Your presentation should give an overview of the importance of the topic and a preview of the literature to be reviewed in the final paper. Presentations will also include a Q&A session with the rest of the class. You will also be required to turn in an extended abstract for your proposal (600-1000 words).

Seminar Paper: Trend Analysis in NMS   40%

For your final paper you will write a 3000-4000 (MA)/4500-6000 (PHD) word analysis of a current trend/issue in new media & society. The goal of this paper is to provide a comprehensive examination of the scholarly literature on the topic, as well as your own analysis/critique of the impact of the issue/trend on society (and the importance for scholarly research for PHD students). You will also be required to post an abstract of your final paper on the class blog and discuss your conclusions with your peers in this venue. Further details will be given separately.

NO LATE PAPERS WILL BE ACCEPTED.

Participation & Attendance   20%

As this is a graduate seminar, active participation in all class discussions is expected. Strong grades for participation will require attendance at all class sessions and evidence that all assigned readings have been read before class.

Breakdown of Letter Grades (in %)

	A = 94-100	A- = 90-93
B+ = 87-89	B = 84-86	B- = 80-83
C+ = 77-79	C = 74-76	C- = 70-73
D+ = 66-69	D = 60-65	F = 0-59

Academic Integrity and Student Conduct

I use Turnitin to evaluate the originality of your assignments submitted for class. As part of this process, you will be required to submit electronic copies of your written work, or be given other instructions to follow. According to the U of M's Office of Legal Counsel (10/17/2005) by taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all.

According to the University of Memphis Student Handbook, your assignments must reflect your own effort. As graduate students, I expect you to adhere to the highest standards of academic integ-

rity. All papers must included properly referenced citations and paraphrased information should be checked carefully for possible plagiarism. **Instances of plagiarism, cheating, or academic integrity violations will result in a grade of F for this course.** In addition, and in accordance with Department policy, all instances of academic dishonesty will be reported to the Office of Student Judicial and Ethical Affairs. Expectations for academic integrity and student conduct are described in detail on the website of the Office of Student Judicial and Ethical Affairs:

http://saweb.memphis.edu/judicialaffairs/dishonesty/definitions.htm

Students with Disabilities

Any student who may need class or test accommodations based on the impact of a disability is encouraged to speak with me privately to discuss his or her specific needs. Students with disabilities should also contact Student Disability Services (SDS) at 100 Wilder Tower, 678-2880. SDS coordinates reasonable accommodations for students with documented disabilities.

Schedule (subject to change per instructor notice)

8/30	*What is new media?* Overview of class, individual introductions and discussion of course goals. Overview of technology and terms (if necessary). Overview of eCourseware and class blog (as applicable). READING: Marshall, ch. 1 *Networked Self*, ch. 1 (Walther et al.) Baym, N., Campbell, S. W., Horst, H., Kalyanaraman, S., Oliver, M. B., Rothenbuhler, E., . . . Miller, K. (2012). Communication theory and research in the age of new media: A conversation from the CM Café. *Communication Monographs, 79,* 256-267.
9/6	*Networks & Network Theory* READING: Marshall, ch. 3 *Networked Self,* Introduction (Barabási), ch. 2 (boyd) Stalder, F. (2006). The logic of networks. In *Manuel Castells and the theory of the network society* (pp. 167-198). Cambridge: Polity Press. [ch. 6]
9/13	*Open access & collaboration* READING: *Social Media Reader* ch. 3 (Vaidhyanathan), ch. 5 (Hyde et al.), ch. 14 (Mandiberg), ch. 18 (Dawson)

9/20	*Privacy* READING Beldad, A., de Jong, M., & Steehouder, M. (2011). A comprehensive theoretical framework for personal information-related behaviors on the internet. *The Information Society, 27*, 220-232. Bodle, R. (2011). Privacy and participation in the cloud: Ethical implications of Google's privacy practices and public communications. In B. E. Drushel & K. German (Eds.), *The ethics of emerging media: Information, social norms, and new media technology* (pp. 155-174). New York: Continuum. Ford, S. M. (2011). Reconceptualizing the public/private distinction in the age of information technology. *Information, Communication & Society, 14*, 550-567. Jurgenson, N., & Rey, P. J. (2012). Comment on Sarah Ford's 'Reconceptualization of privacy and publicity'. *Information, Communication & Society, 15*, 287-293. Ford, S. M. (2012). Response to Jurgenson and Rey. *Information, Communication & Society, 15*, 294-296.
9/27	*Advertising, marketing & new media: Consumer attitudes* READING Wilken, R., & Sinclair, J. (2009). 'Waiting for the kiss of life': Mobile media and advertising. *Convergence: The International Journal of Research into New Media Technologies, 15*, 427-445. Kolsaker, A., & Drakatos, N. (2009). Mobile advertising: The influence of emotional attachment to mobile devices on consumer receptiveness. *Journal of Marketing Communications, 15,* 267-280. Paek, H.-J., Hove, T., Jeong, H. J., & Kim, M. (2011). Peer or expert? The persuasive impact of YouTube public service announcement producers. *International Journal of Advertising, 30*(1), 161-188. Taylor, D. G., Lewin, J. E., & Strutton, D. (2011). Friends, fans, and followers: Do ads work on social networks? *Journal of Advertising Research, 51*(1), 258-275. Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs: Exploring motivations for brand-related social media use. *International Journal of Advertising, 30*(1), 13-46.

10/4	*Advertising, marketing & new media: Prosumption* READING Ritzer, G., Dean, P., & Jurgenson, N. (2012). The coming of age of the prosumer. *The American Behavioral Scientist, 56,* 379-398. Willemsen, L. M., Neijens, P. C., Bronner, F., & de Ridder, J. A. (2011). 'Highly recommended!' The content characteristics and perceived usefulness of online consumer reviews. *Journal of Computer-Mediated Communication, 17*(1), 19-38. Chia, A. (2012). Welcome to me-mart. *The American Behavioral Scientist, 56*, 421-438. Jensen, R. (2011). Blogola, sponsored posts, and the ethics of blogging. In B. E. Drushel & K. German (Eds.), *The ethics of emerging media: Information, social norms, and new media technology* (pp. 213-232). New York: Continuum. Kozinets, R. V., de Valck, K., Wojnicki, A. C., & Wilner, S. J. S. (2010). Networked narratives: Understanding word-of-mouth marketing in online communities. *Journal of Marketing, 74*(2), 71-89.
10/11	*Identity & self-presentation* READING *Social Media Reader* ch. 6 (boyd) *Networked Self* ch. 11 (Gilpin), ch. 12 (Mendelson & Papacharissi) **Paper Proposal Presentations 1**
10/18	*Online social networks & social capital* READING *Networked Self* ch. 6 (Ellison et al.) Burke, M., Kraut, R., & Marlow, C. (2011, May). Social capital on Facebook: Differentiating uses and users. Paper presented at the ACM CHI 2011: Conference on Human Factors in Computing System, Vancouver, BC, Canada. Vitak, J., & Ellison, N. B. (in press). 'There's a network out there you might as well tap': Exploring the benefits of and barriers to exchanging informational and support-based resources on Facebook. *New Media & Society.* doi: 10.1177/1461444812451566 **Paper Proposal Presentations 2**

10/25	*New media & civic engagement part 1* READING *Networked Self* ch. 9 (Johnson et al.), ch. 10 (Kaye) Campbell, S. W., & Kwak, N. (2010). Mobile communication and civic life: Linking patterns of use to civic and political engagement. *Journal of Communication, 60,* 536-555. Campbell, S. W., & Kwak, N. (2011). Political involvement in 'mobilized' society: The interactive relationships among mobile communication, network characteristics, and political participation. *Journal of Communication, 61,* 1005-1024. Rojas, H., & Puig-i-Abril, E. (2009). Mobilizers mobilized: Information, expression, mobilization and participation in the digital age. *Journal of Computer-Mediated Communication, 14,* 902-927.
11/1	*New media & civic engagement part 2* READING Tufekci, Z., & Wilson, C. (2012). Social media and the decision to participate in political protest: Observations from Tahrir Square. *Journal of Communication, 62,* 363-379. Loveland, M. T., & Popescu, D. (2011). Democracy on the web: Assessing the deliberative qualities of internet forums. *Information, Communication & Society, 14,* 684-703. Wilson, J. (2011). Playing with politics: Political fans and Twitter faking in post-broadcast democracy. *Convergence: The International Journal of Research into New Media Technologies, 17,* 445-461. Gerodimos, R. (2012). Online youth civic attitudes and the limits of civic consumerism. Information, *Communication & Society, 15*, 217-245. Castells, M. (2007). Communication, power and counter-power in the network society. *International Journal of Communication, 1,* 238-266.
11/8	*Audience & participation* READING Marshall chs. 2 & 4 *Social Media Reader* ch. 7 (Anderson), ch. 16 (Shirky) Blank, G., & Reisdorf, B. (2012). The participatory web: A user perspective on Web. 2.0. *Information, Communication & Society, 15,* 537-554. Correa, T., & Jeong, S. H. (2011). Race and online content creation: Why minorities are actively participating in the Web. *Information, Communication & Society, 14*, 638-659.
11/15	*Audience, participation, creativity & labor* READING *Social Media Reader* ch. 15 (Jenkins) *Networked Self* ch. 4 (Andrejevic) Banks, J., & Humphreys, S. (2008). The labour of user co-creators: Emergent social network markets? *Convergence: The International Journal of Research into New Media Technologies, 14,* 401-418.

11/29	*Challenging & transforming traditional media* READING Marshall chs. 6, 7, & conclusion *Social Media Reader* ch. 12 (von Lohmann), ch. 11 (Lessig) *Networked Self* ch. 13 (Aufderheide)
12/7	**FINALS WEEK. ALL FINAL PAPERS DUE BY 5:30 PM on eCourseware. (no class)**