

Principles of New Media, CIS 3810 (Hybrid)

When: Fall 2018, Thursday, 5:50-7:05 pm

Where: Baruch College, H - Tech 125

Instructor: Laurie Hurson

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Office Hours: Thurs. 4:30-5:30 pm or by appt.

Office Location: Room H-123, Center for Teaching and Learning, Newman Library building inside the Subotnick Center ([map](#))

This is a hybrid course. As a Hybrid course, we will meet once a week, with the rest of the course work taking place online. Hybrid does not = less work. Students are expected to attend our face-to-face sessions and spend time each week engaging in course activities online.

Blogs@Baruch

All class information, readings, and documents will be uploaded to the class site on Blogs@Baruch ([here](#)). To access this content sign into Blogs@Baruch. Navigate to "Directory of Sites" on the top, main menu and then go to "My Sites" on the sub-menu.

How to Post

- Sign in to [Blogs@Baruch](#)
- Navigate to this [course site](#) via **Directory of Sites > My Sites**
- Click **+ New>Post** in the top black admin bar
- Add title and post text
- **Categorize** your post from category list in sidebar
- **Publish** Post
- [More detailed directions here](#)

Post Guidelines

- Posts should be at least **250 words**
 - Posts should be *relevant to the course topic and materials*
 - Posts should not contain graphic, explicit, or inappropriate content or links
 - Posts should be clearly written
 - Posts should be respectful to the instructor, students, and all other individuals
 - The instructor reserves the right to edit or remove any posts that do not follow these guidelines or are inappropriate for this site
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Text and Materials

Links to reading and required articles will be posted on this course site under the [Course Schedule](#).

To fully participate in this course you will need access to your Baruch email and a **stable, secure internet connection**.

Course Requirements & Grading

- Participation, Attendance, Attitude: **15%**
- Blog Posts (10): **20%**
- Twitter Participation (16): **20%**
- Midterm "Short Guide": **15%**
- Final Website Project **20%**
- Final Exam: **10%**

For more information, see [Grading Information](#)

Student Etiquette and Responsibilities

Students are expected to **turn assignments in on time**. Any late assignments will require an explanation and receive a lowered grade.

Students are expected to **arrive to class on time** and be respectful of other students and the instructor.

Disrespectful behavior will result in a lowered grade. This includes: class disruptions, derogatory remarks (on the blog or in person) or behavior, sleeping in class, etc.

Use of technology (computers /tablets/phones) in the classroom will be limited and only allowed at certain times. Technology in class should only be used in relation to course content and topics.

Student Resources

[Baruch Writing Center](#)

- If you would like a someone to proofread your papers or reading summaries, or if you would like help citing sources, consider visiting the writing center. (They are SUPER helpful on all types of writing assignments! :))

[Student Academic Consulting Center](#)

- For academic help that is not writing related, make an appointment with SACC tutors.

[Office of Services for Students with Disabilities](#)

- If you require extra time or other accommodations, please talk to me after class or send me an email so I can help you setup the necessary accommodations.

[Academic Honesty at Baruch College](#)

- Plagiarism will not be tolerated. This means you cannot take someone else's words or ideas and present them as you own. Using attributions and citations, you are welcome to quote and attribute ideas to outside sources to help build and develop your own ideas.

[Center for Academic Advisement](#)

[Baruch Technology and Computing Services \(BCTC\)](#)

Course Schedule

WEEK 1 | Defining New Media

TUESDAY: [CLICK HERE to see what to do before our first class!](#)

CLASS | Thursday, August 30: Introduction to the class, Blogs@baruch, Twitter. Discussion of “media” and “[5Cs: The New Media Technologies: Overview and Research Framework](#)” by Linda & Hershey Freidman (2008)

By Saturday August 31st: Join Twitter and post your first tweet with the hashtag. Your first tweet should contain a **link** to an article on a topic that you would like to learn more about. More [Twitter Assignment directions here in this link](#). **Make sure to use our class hashtag to get credit! #PNMF18**

By Sunday, September 2nd: Create **POST #1** look through the articles shared by your peers on Twitter. Describe how one of the technologies mentioned demonstrates One of the 5Cs that was described in the reading. [For directions on, “How to Create a Post”, click here.](#) **Categorize this post as “5Cs”.**

WEEK 2 | The Digital**By Tuesday, September 4:**

1) READ [Chapter 1: Digital Explosion](#) of *Blown to Bits*

2) Create **POST #2**: Pick one of the “koans” mentioned in the reading. In 1-2 sentences summarize what this “koan” means. Then, give a real world example from your own life of this koan in action. Finally, pick a quote or term(s) that you do not understand and ask a question. **Categorize this post as “Digital Explosion”.**

Wednesday 9/5 Twitter: Tweet a story, article, RT, related to your koan. In your 140 characters, describe WHY you choose this information HOW it demonstrates your koan. If you are confused about the koans, read through your [peers' posts](#) to clarify your understanding. **Make sure to use our class hashtag to get credit! #PNMF18**

CLASS | September 6: What is the nature of New Media? What are bits? What do we mean by “digital”? What are 5 characteristics of the digital? How do “digital” devices work? Where is “the digital”? What is the cloud? When did digital computing begin?

“[Digital](#)” By Tara McPherson, [Keywords for American Cultural Studies](#). NYU Press (2014).

Sunday: WATCH these videos on [The History of the Internet](#) start reading Rosenzweig’s “[Wizards, Bureaucrats, Warriors and Hackers: Writing the History of the Internet](#)”

WEEK 3 | Past to Present: The Rise of Digital Computers**By Tuesday, September 11:**

1) WATCH these videos on [The History of the Internet](#)

2) READ “[Wizards, Bureaucrats, Warriors and Hackers: Writing the History of the Internet](#)” by Roy Rosenzweig, *American Historical Review* (December, 1998) *This is a long read but a very important one. My students last semester urged me to keep it on the syllabus so, here it is.*

3) Create **Post #3**: In your own words, provide a short (~250-word) history of the development of the internet. *Categorize this post as “History of New Media”.*

Wednesday 9/12 Twitter: Create a “thread” on twitter that connect the reading and the videos. The thread will contain 3 tweets about the historical development of the internet. You create a “thread” on Twitter by replying to your own quote. Remember to use our **#PNMF18** hashtag!

Thread should include:

1. A tweet providing historical context for your quote and question, AKA something you learned from the readings and videos
2. A quote that you found interesting or confusing from the Rosenzweig reading
3. Your explanation of the quote. This can be a question about the quote or explanation of why you chose that quote

CLASS | Thursday, September 6: The Cold War, Technological development, development of “the internet”

Sunday: READ “[What-is-Web-2.0](#)” by Tim O’Reilly in *The Social Media Reader*, Mandiberg, M. (Eds). New York: New York University Press. Creative Commons, BY SA NC. (2012)

WEEK 4 | The Rise of the “Internet”

By Tuesday, September 18:

1) **READ** “[What-is-Web-2.0](#)” by Tim O’Reilly in *The Social Media Reader*, Mandiberg, M. (Eds). New York: New York University Press. Creative Commons, BY SA NC. (2012)

2) **Create POST #4** to write about an example of Web 2.0. What makes your example “web 2.0”? What characteristics of web 2.0 does it demonstrate? **Categorize this post as “Web 2.0”.**

Wednesday 9/19 Twitter: Respond to a peers’ thread from last week about the history of the internet. You can ask a question, develop their ideas, or connect it to the Web. 2.0 reading for this week. **#PNMF18**

CLASS | Thursday, September 20: HTML, Hyperlinks, old versus new web; Web 2.0 characteristics, Introduce **Midterm Project**

By Sunday, September 17:

Create POST #5 to present your proposal for your **Midterm “Short Guide”**. This **Proposal Post (#5)** should tell us give us a quick introduction to platform/tool and why you choose it. Click here for Midterm Project Directions. *Categorize this post as “Midterm Proposal”.*

WEEK 5 | Finding Information on Web 2.0

From Sunday: Create **POST #5** to present you plan for your **Midterm “Short Guide”**. This post should tell us give us a quick introduction to platform/tool and why you choose it. *Categorize this post as “Midterm Proposal”*. Click here for Midterm Project Directions.

By Tuesday, September 25:

1. **READ:** [Chapter 4: Needles in the Haystack](#) from *Blown to Bits* (only pages 109-113 and 120-140)
2. **WATCH:** [Safiya Noble | Challenging the Algorithms of Oppression](#)
3. **OPTIONAL READ:** [Bias already exists in search engine results, and it’s only going to get worse](#) (MIT Technology Review)

Wednesday 9/26 Twitter: Search XXXX, post screenshot of your results. Based on the readings and video, provide 140 character analysis of the results. **#PNMF18**

CLASS! Thursday, September 27:

Sunday: READ [Tech’s Frightful Five: They’ve Got Us](#) (NY Times)

WEEK 6 | The Business of Web 2.0**By Tuesday, October 2:**

Everyone **READ** [Tech’s Frightful Five: They’ve Got Us](#) (NY Times) and then **choose 1 more article** from the list below. Create **Post #6** on our class website to provide a 200-250 word summary of the article you read from the list below. *Categorize this post as “Business of Web 2.0”*.

1. [Cambridge Analytica, the shady data firm that might be a key Trump-Russia link, explained](#) (Vox)
2. [Apple’s Value Hit \\$1 Trillion. Add Disney to Bank of America and ... You’re Halfway There](#) (NY Times)
3. [How Target Figured Out A Teen Girl Was Pregnant Before Her Father Did](#) (Forbes)
4. [Is Alexa Listening? Amazon Echo Sent Out Recording of Couple’s Conversation](#)
5. [The Long Tail](#) (WIRED)

Wednesday 10/3 Twitter: RT an another article related to the “Business of New Media” Include a quick summary and our class hashtag **#PNMF18** in your comment.

CLASS | Thursday, October 4: What do these companies tell us about our new media and tech landscape?

WEEK 7 | The Internet of Things

By Tuesday, October 9: READ [“What is the Internet of Things? WIRED Explains](#)

Create **Post #7** to answer the following questions:

- What is the Internet of Things?
- What kinds of “things” are in this network?
- What types of data are produced and collected?
- Who has access to this data?
- *Categorize this post as “Internet of Things”*

Wednesday 10/10 Twitter: Are you for or against “the internet of things”? Should everything be connected? Should there be rules? Tweet your stance on the “Internet of Things” **#PNMF18**

CLASS | Thursday, October 11: IOT Debate

Before class next week: Visit Hudson Yards!

WEEK 8 | Digital and Material

By Tuesday, October 16: READ **“Instrumental City: The View from Hudson Yards, circa 2019.”** by Shannon Mattern in *Places Journal* (2016)

Before class: Visit Hudson Yards! During your visit, attempt to find the answer to these questions:

Wednesday 10/17 Twitter: Tweet a picture from your visit to Hudson Yards. It should include an aspect of the development mentioned in the Mattern Article or an answer to one of the questions listed above. **#PNMF18**

CLASS | October 18: Discussion of Hudson Yards Development; Discussion of **Midterm “Short Guide” Due on SUNDAY OCTOBER 28** *Categorize your Midterm as “Short Guides”*

WEEK 9 | Big Data & Surveillance

By Tuesday, October 23: READ [The Secrets of Surveillance Capitalism](#) by Shoshana Zuboff and

Create Post #8: Imagine you are explaining “surveillance capitalism” to a friend who is not taking this class. What would you say? Using your post to explain “surveillance capitalism” and whether or not you agree with the idea. *Categorize your post as “surveillance capitalism”.*

Wednesday 10/24 Twitter: #PNMF18

CLASS | October 25: What is the new currency in surveillance capitalism? How is data produced and collected? Who has the rights to your data?

MIDTERM DUE on **SUNDAY October 28** *Categorize your Midterm Post as “Short Guides”*

WEEK 10 | Big Data & Social Inequality

By Tuesday, October 30: READ “The Commodification of Information and Social Inequality.” by Adair, Stephen (2010) from *Critical Sociology* 36 (2): 243–63.

Wednesday 10/31 Twitter: Social Inequality is scary (and deeply problematic)! Based on what you learned in the reading, tweet one way that technology promotes and entrenches social inequality. **#PNMF18**

CLASS | November 1:

WEEK 11 | Open Source, Open Web, & Net Neutrality (Lab Day)

By Tuesday, November 6: Anil Dash Podcast?

Wednesday 11/7 Twitter:

CLASS | November 8: Discuss open vs closed web and software; Discuss/Begin **Final Project**

WEEK 12 | Website Architecture & Coding (Lab Day)

By Tuesday, November 13: Create **Post #9** to **propose the focus of your final website project.** What will your website be about? What will your main menu include? What outside sources will you link to?

Wednesday 11/14 Twitter: Tweet an article related to your Final Website Project focus.

CLASS | November 15: Meet in Computer Lab

WEEK 13 | Website Building & Coding

By Tuesday, November 20: Begin building your Blog & Complete Codecademy Course

Wednesday 11/21 Twitter: Codecademy Cert

NO CLASS | November 22 | THANKSGIVING

WEEK 14 | TBD – Student Choice or Effects of the Digital or Digital Identity

By Tuesday, November 27: Create Post #10

Wednesday 11/28 Twitter:

CLASS | November 29:

WEEK 15 | Future of New Media

By Tuesday, December 4:

Wednesday 12/5 Twitter:

CLASS | December 6: Moore's Law, Artificial Intelligence, Virtual Reality, Crypt-Currencies

Create Post #11: What do you imagine the future of New Media will be? What will be the biggest advancements? The biggest failures? What is the “craziest” thing you can imagine happening?

FINAL EXAM

1. [A Digital Declaration](#) by Zuboff, Shoshana in *Frankfurter Allgemeine* (2014)
2. [Chapter 1: Eversion](#) by Steve Jones in *The Emergence of the Digital Humanities* (2013)
3. [Growing Up Digital](#) by John Seely Brown in *Change* (2000)