<p style="text-align:center;color:red">DRAFT</p>

<p style="text-align:center">CMGT 530, Spring 2018
Social Dynamics of Communication Technologies
USC Annenberg School for Communication</p>

Professor Dmitri Williams
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ANN 210
Class hours: 2:00 - 4:50 Thursdays
Office hours by appointment. Preceding class is easiest, but other times are possible.
Office: ANN 414K

Books
1) Lessig, L. (2006). Code, Version 2.0. The atoms can be purchased lots of places, but the bits are available via Creative Commons license as a free pdf at http://codev2.cc/
2) Kim, A.J. (2000) *Community Building on the Web*. This is out of print, but can be purchased as a pdf at:
http://www.peachpit.com/store/product.aspx?isbn=0321488911
3) Cialdini, R. (2006). *Influence: The Psychology of Persuasion* (note, this is not *Influence: Science and Practice*).
4) Shirky, C. (2008) *Here comes everybody*.
5) Christiakis, N & Fowler, J. (2009) *Connected: The surprising power of our social networks and how they shape our lives.*
6) Ph.D. students only should also buy:
Negroponte, N. (1995). *Being digital*. New York: Vintage Books.

Media: You are expected to read *WIRED* monthly. You need to buy it as it comes out, or (my suggestion) get a 6-month subscription for $5.

Readings: Available via the Blackboard site, and noted in the weekly rundown below. PhD students taking the course for PhD-level credit will have extra reading noted.

Assignments & Grading
Reaction papers (10%)
> You will write a one-page reaction paper two times during the term. You choose the topic and the timing, but only one in any week, i.e. not both at the very end. Someone always asks what one page is, so it is exactly this: 12 pt Times font, double spaced, 1" margin. No more, no less, no other font, no other spacing. 10%.

Term paper (40%)
> A term paper project will consist of a 15-20 page paper analyzing an issue from the class. Tailor it to your own interests, and to a practical real-world project if you like. Papers must be based on some kind of empirical data—whether

statistical or qualitative. Ph.D students will be expected to write a paper that could be submitted to a conference or a journal, and so may go up to 30 pages if needed. Submit an IRB application early if needed! 40%

Group projects (3: 30% total).
(1) Find an online community and evaluate it using the tools you've learned in class. Present your community to the class. 10%
(2) You will be assigned in a group to master a chapter from Cialdini and asked to both present the basics to the class as well as apply it to an online or new communication technology. 10%
(3) Propose a mobile or location-aware community. Pitch the class as if you were seeking funding. Include the problem or opportunity, explain the proposed technology/product/service/idea, briefly cover the market potential, and state the outlines of a business plan. 10%

Presentations (10%)
The last two class sessions (including the finals slot) are comprised of presentations of your term project. You will be graded on your content, the presentation itself, and your constructive critique of your classmate's projects. For Ph.D. students, this is a trial run for a conference presentation.

Participation (10%).
Informed participation in class matters more than in a typical course, i.e. I *will* give a wide variance.

Use professional-grade English, whether writing a paper or an email.

Academic Integrity Policy

The School of Communication is committed to the highest standards of academic excellence and ethical support. It endorses and acts on the school policies and procedures detailed in the SCampus section titled: "University Student Conduct Code." See especially Appendix A: "Academic Dishonesty Sanction Guidelines." The policies, procedures, and guidelines will be assiduously upheld. They protect your rights, as well as those of the faculty. It is particularly important that you are aware of and avoid plagiarism, cheating on exams, fabricating data for a project, submitting the same paper to more than one professor, or submitting a paper authored by anyone but yourself. If you have questions about any of these matters, confer with the instructor.

Academic Accommodation based on Disability

Any student requesting academic accommodation based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of

verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to the instructor as early in the semester as possible. DSP's phone number is (213) 740-0776.

Stress Management

Students are under a lot of pressure. If you start to feel overwhelmed, it is important that you reach out for help. A good place to start is the USC Student Counseling Services office at 213-740-7711. The service is confidential, and there is no charge.

Sexual Assault Resource Center

The Center for Women & Men and the Sexual Assault Resource Center are one and the same. Student Counseling Services is a separate place that also offers confidential counseling and support groups on a variety of other topics. To schedule an appointment with Student Counseling Services, call (213) 740-7711 between 8:30 a.m. and 5 p.m. weekdays or visit the Engemann Student Health Center on the University Park Campus.

Schedule

Date	Session	Readings
1/11	**Intro, foundations of communities, and basic communication theory. Dead German philosophers.** 1) What is a community? 2) Types of community: differences, classifications, etc. 3) The question of proximity (Imagined communities) 4) Functions of communities 5) Things that shape community. 6) Revisit: Wenger's Communities of Practice 7) Basic communication theories: ● Effects theory: direct vs. resistant ● Uses & gratifications ● Cultivation ● Priming, framing, agenda-setting ● Neomarxism, Gramsci, etc.	1) Tönnies, F. *On Gemeinschaft and Gesellschaft* (available online at http://media.pfeiffer.edu/lridener/courses/GEMEIN.HTML or, google gemeinschaft and it'll pop up).

1/18	**Histories of media and social networks** 1) Transportation vs. communication 2) Diffusion of technologies 3) Utopian/Dystopian frameworks 4) Case studies of media and social networks: a) Writing b) Telegraph c) Telephone (Fischer)/"Terrors of the Telephone" picture 5) The Medium is the Message/The Global Village 6) Bits are bits (Ch. 1) 7) Delivering bits (Ch. 6) 8) Internet history	1) Czitrom, D. *Media and the American Mind*, Ch. 1. 2) Rogers, E. *Diffusion of Innovations*, Ch. 1. 3) Negroponte, N. *Being Digital*, Ch. 1 and 6. *Ph.D. students:* above, but read Negroponte, Ch. 1-11.
1/25	**Theories of Social Impact** 1) Social Capital: bridging and bonding 2) SocioTechnical Capital 3) Social Capital and displacement 4) Entry and Exit Costs 5) Tie strength, bridging and bonding online vs. offline 6) Third places 7) Best vs. Worst thing ever: Halloween, framing, PR, dealing with the press 8) The changing, empowered audience, or dupes?	1) Social Capital: bridging and bonding 2) SocioTechnical Capital 3) Social Capital and displacement 4) Entry and Exit Costs 5) Tie strength, bridging and bonding online vs. offline 6) Third places 7) Best vs. Worst thing ever: Halloween, framing, PR, dealing with the press 8) The changing, empowered audience, or dupes?
2/1	**Social Networks. Guest Speaker: Christy Hagen (unconfirmed, may ask Andrea, Peter or Janet).** 1) Networks 2) Centrality, density, depth, breadth 3) Knowledge transfer and expertise	1) Christiakis, N & Fowler, J. (2009) *Connected: The surprising power of our social networks and how they shape our lives.* Ch. 1-5 Ph.D. students: whole book
2/8	**Evaluating Online Communities** **Group project #1: Evaluating a community**	1) Kim, pages 1-18 (purpose), 27-50 (places) & 233-242 (events)

	1) Purpose 2) Activities: Places & events 3) Trusting a site 4) Evaluating current sites: bring examples to class 5) Planning a good term paper Note: Have a 1-paragraph paper idea for next class. Will you need IRB clearance?	2) Chen & Lin (2014). Building a Sense of Virtual Community: The Role of the Features of Social Networking Sites Vol. 17, No. 7, 460-465. Optional for master's students, required for Ph.D. students: Kollock, P. *Design Principles for Online Communities,* http://www.connectedaction.net/wp-content/uploads/2009/05/1996-harvard-conference-on-the-internet-and-society-kollock-design-principles-for-online-communities.htm
2/15	**Persuasion** **Group project #2: Cialdini in action** *Hand in 1-page term paper outline* 1) Persuasion, consistency, liking, social proof, reciprocity 2) Pitch demo	Assigned portions from Cialdini, R. (2006) *Influence: The Psychology of Persuasion* *Ph.D. Students*: whole book.
2/22	**Identifiers/Identity, Reputation Systems, Roles** *Hand-in 1-paragraph paper ideas* 1) On the Internet, no one knows you're a dog 2) Reputational systems/trust, eBay, MySimon & e-commerce 3) Identity/deception 4) Kim on roles 5) Identity and Authentication	1) Kim, Ch. 4, Roles 2) Turkle, S. (1997). *Life on the Screen*. Ch. 8 3) Resnick et al, Reputation Systems 4) Optional for master's students, required for Ph.D. students: Donath, Identity and Deception in the Virtual Community http://smg.media.mit.edu/people/Judith/Identity/IdentityDeception.html
3/1	**A) Identity, continued** **B) Play nice with the other kids: Norms and Etiquette** 1) Identity and mediation of front and back stage 2) Roles, norms, etiquette 3) Deception 4) Dating, sexuality	1) Kim, Ch. 6, Etiquette. 2) Meyrowitz, J. *No Sense of Place*. Ch. 3 & 4 3) Optional: PhD students, Meyrowitz's book is worth owning and reading. Seminal stuff.

3/8 *VR/AR* *M2E* *week*	**Theories of Computer-Mediated Communication (CMC)** **Possible workshop/panel coordination here with M2E event. TBD.** 1) CMC basics 2) Code is law 3) Four puzzles and themes	1) Walther, J. (2006) Nonverbal dynamics in computer-mediated communication, or :(and the net :('z with you, :) and you :) alone. In V. Manusov & M. Patterson (Eds.), *The Sage Handbook of Nonverbal Communication*. 2) Lessig, L. *Code and Other Laws of Cyberspace, Version 2.0*, Ch. 1-3 *Ph.D. students*: above, plus 3) Yee, N., Bailenson, J., Urbanek, M., Chang, F., & Merget, D. (2007). The unbearable likeness of being digital: The persistence of nonverbal social norms in online virtual environments. *CyberPsychology & Behavior, 10*, 115-121.
3/15	*Spring Break, no class*	
3/22	**Location, mobility, mobilization** **Group project #3 (in-class): Pitch a mobile or location-based/aware community** 1) Local vs. global 2) Hyperlocalism 3) Mobilization 4) Mobile phones/apps 5) If needed: paper format expectations/idea workshop	Shirky, C. (2008) Here comes everybody. Chapters 1-7. *Ph.D. Students*: Chapters 1-11 (whole book).
3/29	**Term paper workshop** *Preparation*: Bring your feedback and questions. We will workshop a handful of student papers, starting with their hypotheses, going to the methods, the results, and what it all means.	
4/5	**Online culture: Masses, niches, freaks, and geeks, oh my** **Invited Henry to visit** 1) Mass vs. niche 2) Customization (letitblog flash video) 3) The Hacker ethic	1) Jenkins, H. (2006). *Fans, bloggers and gamers: Exploring participatory culture*, Ch. 6 2) The Long Tail (article version: http://www.wired.com/wired/archive/12.10/tail.html)

	4) Cyberbalkanization	3) Then the Netflix case: http://www.longtail.com/the_long_tail/2006/10/why_better_dvd_.html 4) Optional for masters students, required for Ph.D. students: Negroponte, The Daily Me, customization (Ch. 12-14)
4/12	**Convergence culture & DIY** 1) Convergence culture 2) User-generated content (Minecraft/TUG, YouTube, Machina, DIY movement, KickStarter) 3) In-class video, Lessig on user-generated content: http://www.ted.com/talks/view/id/187	Jenkins, Chapters 3 & 4. The rest of the book is recommended, but optional.
4/19	**Managing the playground** 1) Rituals, an extension of roles? 2) Governance, the role of the state 3) Conflicts/Tragedy of the commons	1) Kim, Ch. 8, Rituals 2) Lessig, Ch. 6, Cyberspaces 3) Dibbell, J. (1993) A Rape in Cyberspace. http://www.juliandibbell.com/articles/a-rape-in-cyberspace/
4/26	**Course Wrap-Up/Presentations**	
5/3	Final Exam time slot, 2-4pm	