Communication 400  
The Internet, Economy, and Society  
Spring 2018

Jonathan Aronson  
Professor of Communication and International Relations  
Contact: aronson@usc.edu  
Class: M 3:30-6:20 (First day of class January 8, 2018)

Manuel Castells  
University Professor and Wallis Annenberg Chair of  
Communication Technology and Society  
Contact: castells@usc.edu  
Class: M 3:30-6:20 (First day of class January 8, 2018)

Catalogue Description: Examines the effects of the Internet on communications industries, the economy, economic policy, and on social, political, and cultural practices.

Course description: This course examines how the emergence and evolution of the Internet, alongside a number of significant changes in the technological and political-economic environment, have transformed both the global economy and societies at large. The class will discuss the new terms of competition in the communication and information technology (ICT) industries on a global scale. It will also study the social effects of communication technology, with emphasis on platforms of wireless communication, on sociability, cultural practices, social movements, and politics. The course begins with a discussion of the social history of the Internet, followed by an analysis of the emergence of a global information economy and the role of ICTs in global markets. Leadership and governance issues are introduced. The social effects of the Internet are examined with the support of specialized literature and original research by the instructors.

Class structure: The course will follow a seminar teaching style, mixing lectures, commentary, and discussion. Each week one of the two instructors will begin with a lecture, the other instructor will respond. Following a short break, discussion will ensue.

Course requirements:
1. Class Attendance/Participation  15 percent
2. Paper proposal – Due Session 5  15 percent
3. Mid-term examination –During Session 7  20 percent
4. Final Paper or Report – Due at Final Class On a topic related to the seminar after discussion with the instructors.  50 percent

Suggested Readings Prior to Class: For an overview of the key themes of this class, students should consult two publications by the Instructors:

SESSION 1: Introduction: Lessons From the History of the Internet (MC)

Required Readings:


Recommended Readings:
(Recommended readings here and in subsequent weeks are not required but may be of interest to students for future review)


SESSION 2: Impact of the Information and Production Disruption (JA)

Required Readings:


Recommended Readings:
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**SESSION 3: Rise of Digital Social Networks: Sociability 2.0 (MC)**

**Required Readings:**


**Recommended Readings:**


**SESSION 4: Innovation in the Digital Economy (JA)**

**Required Readings:**

Meeker, Mary, Internet Trends in 2014, Kleiner, Perkins, Caufield, Byers, http://www.kpcb.com/internet-trends. (Skim Meeker’s Powerpoint presentation) (Meeker puts out these reports with somewhat different foci every year – they are an excellent source of data.)

**Recommended Readings:**


**SESSION 5: Mobile Communication: The Social Effects of Permanent Connectivity (MC)**

**Required Readings:**


**Recommended Readings:**


SESSION 6: Globalization: The Internet & The Cloud (JA)

Required Readings:


Recommended Readings:


SESSION 7: Inequality In the Internet: Class, Race, and Gender In the Global Network Society. The Evolution of the Digital Divide (MC)

(MID-TERM EXAMINATION TODAY)

Required Readings:


**Recommended Readings:**
Jones, Steve, et al. (2010) “U.S. College Students’ Internet Use: Race, Gender, and Digital Divide” *Journal of Computer Mediated Communication, 14*:2. At:

*Internet World Stats* “The Digital Divide, ICT, and Broadband Internet.” At:


**SESSION 8: The Internet, Surveillance, Privacy, & Cybersecurity (JA)**

**Required Readings:**


**Recommended Readings:**


**SESSION 9: Privacy, Openness, And Transparency In The Digital Age (JA)**
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Required Readings:


Recommended Readings:
Berners-Lee, Tim, (December 2010) “Long Live the Web: A Call for Continued Open Standards and Neutrality,” Scientific American, At:
http://www.scientificamerican.com/article.cfm?id=long-live-the-web (for purchase)

Boyd, dana, (2010) “Facebook and “radical transparency” (a rant). At:
http://www.zephoria.org/thoughts/archives/2010/05/14/facebook-and-radical-transparency-a-rant.html


SESSION 10: Transformation of Media & Communication in a Digital Environment: Culture of Real Virtuality (MC)

Required Readings:


**Recommended Readings:**


**SESSION 11: Social Movements in the Age of the Internet (MC)**

**Required Readings:**


**Recommended Readings:**


*International Journal of Communication*, 5, Special Issue on the Arab Revolutions (skim) At: IJOC.org

**SESSION 12: The Internet, Big Data, And Economic Policy (JA)**

**Required Readings:**


**Recommended Readings:**

**SESSION 13: The Internet and the Political System: Electoral Campaigns, Post-Truth Politics, and Social Media As the Space of Political Communication (MC)**

**Required Readings:**

Hollihan, Thomas (2008) *Uncivil Wars: Political Campaigns in the Media Age,* Bedford: St Martin’s Press, pp. 73-93, 139-163.


**Recommended Readings:**


**SESSION 14: Global Governance and the Future of the Internet (JA)**

**Required Readings:**


**Recommended Readings:**


SESSION 15: General Conclusion & Debate

(FINAL PAPERS DUE AT LAST CLASS SESSION)

**Academic Integrity:** The Annenberg School for Communication is committed to upholding the University's Academic Integrity code as detailed in the SCampus Guide. It is the policy of the School of Communication to report all violations of the code. Serious violations or pattern of violations of the Academic Integrity Code will result in the student’s expulsion from the Annenberg Communication School.

**Disability Accommodation: A brief announcement from the Office of Civil Rights:** Students requesting academic accommodations based on a disability are required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from the DSP when adequate documentation is filed. Please be sure the letter is delivered to me as early in the semester as possible. DPS is open Monday-Friday, 8:30AM to 5:00PM. The office is in Student Union 301. Their phone number is (213) 740-0776.