

**New Media and Global Affairs**  
Program in International Affairs  
The New School

**Fall 2009** NINT 5280 - A  
**Time** Thursdays 8pm - 9:50pm  
**Room** 66 West 12<sup>th</sup> St., #618

**Instructor:** Laura Forlano, Ph.D.  
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Office Hours by appointment

**Course Description**

New media – blogs, wikis and other interactive technologies – are increasingly important to the work of organizations engaged in global affairs. This course surveys current developments in new media – collaborative filtering, open source software, users as producers, virtual communities – and their implications for non-profit organizations, the private sector, government and international organizations. How are these technologies reshaping the mass media, and thereby changing global affairs by altering the way we see ourselves or the way we perceive other cultures? What are the best practices in terms of applying these technologies for social, political and economic change? How is public policy surrounding these issues expanding or constraining our ability to use new media and digital technologies?

**Course Objectives**

This class examines the role of new media in global affairs. Students are expected to gain an understanding of the ways in which new media are similar to and different from traditional mass media and communication technology by examining media representations as well as sociological themes including sociality, locality and community. Students will become proficient in recent public policy discussions about new media and evaluate their implications for organizations and international affairs. Students will learn to evaluate the ways in which these technologies could be used for social, political and economic change.

**Assessable Tasks**

1. Participation -- Students are expected to participate actively in class discussions. Each student will be asked to give a presentation on one reading and lead the discussion during one week of the semester. On a weekly basis, all students will be asked to bring in and post to the class listserv an article, resource or tool related to that week's themes.
2. Team Case Study – Working in teams of 2-3 people, students will be expected to write a 10-page collaborative case study and give a 15-minute group presentation.
3. Final Paper and Presentation – Students will be expected to write a 25-page research paper on a topic of their choice and give a 5-minute presentation at the end of the semester.

**Final Grade Calculation**

Participation and Reading Presentation	20%
Team Case Study	30%
Final Paper and Presentation	50%

**Class Attendance, Participation and Assignment Policies**

Students are expected to be on-time and attend class regularly. Students may not miss more than three class sessions. Assignments will not be accepted late or by e-mail. Grades will be penalized for excessive absences, routine lateness and/or late assignments.

**Grading Criteria**

Standard Letter Grades with Grade Point Average Values:

A 4.0	B+ 3.3	C+ 2.3	D 1.0 (undergraduates only)
A- 3.7	B 3.0	C 2.0	F 0.0
	B- 2.7	C- 1.7	W 0.0

P / U (Pass/Unsatisfactory. This grade is not included in GPA)

Other Grades:

I Assigning a grade of Incomplete indicates failure to complete all assigned work. This grade should not be given automatically, but only at the request of the student and at the discretion of the instructor. After one year for graduate students the “I” will become an “N” which is a permanent Incomplete.

WF WFs are reserved for undergraduates only.

W Official Withdrawal; For graduate students, instructors may assign grades of W at any time during the term. Contact Phil Akre with questions.

**Required Reading**

All readings will be handed out in hard copy in class or available electronically at the links provided in the syllabus.

**Course Outline**

Week	Date	Class Theme and Activities
Week 1	9/3	<p><b>Introduction</b></p> <p><b>Multimedia:</b> -Clay Shirky, “<a href="#">How Social Media Can Make History.</a>” <i>Ted Talk.</i></p> <p><b>Case Study:</b> DiploFoundation’s <a href="#">Information Society Development Maps</a></p> <p><b>In-class Exercise:</b> Mapping the Internet</p>

Week 2	9/10	<p><b>Theoretical Perspectives on Media, Communication and Technology</b></p> <p>-Bijker, W.E. “The Social Construction of Facts and Artifacts: Or How the Sociology of Science and the Sociology of Technology Might Benefit Each Other,” in <i>The Social Construction of Technological Systems</i>, Cambridge, MA: The MIT Press, 1987.</p> <p>-Gaver, William W. (1991). “Technology Affordances.” <i>Proceedings of the SIGCHI conference on Human factors in computing systems: Reaching through technology</i>, New Orleans, Louisiana.</p> <p>-Carey, James. “Technology and Ideology: The Case of the Telegraph,” in <i>Communication as Culture</i>. New York: Routledge, 1988.</p> <p><b>Multimedia:</b></p> <p>-Sandra Braman, “<a href="#">The State of Openness</a>.” <i>First Monday Podcast</i>.</p> <p><b>Case Study:</b> Tactical Tech’s <a href="#">Maps for Advocacy</a></p> <p><b>In-class Exercise:</b> Values for Design</p>
Week 3	9/17	<p><b>“Toward the Sentient City” Exhibit Opening</b></p> <p>The Urban Center, 457 Madison Ave. (between 50<sup>th</sup> &amp; 51<sup>st</sup>), NY, NY 6PM-9PM</p> <p>- Forlano, L. “<a href="#">Work and the Open Source City</a>.” <i>Urban Omnibus</i>, The Architecture League of New York, New York, NY, June 2009.</p> <p>-Greenfield, A. and Mark Shepard. “<a href="#">Urban Computing and its Discontents</a>.” <i>Situated Technologies Pamphlet 1</i>. The Architecture League of New York, 2007.</p> <p>-Townsend, A. 2008. “<a href="#">Thinking in Telepathic Cities</a>.” In Kristof Nyiri (Ed.), <i>Towards a Philosophy of Telecommunications Convergence</i>.</p> <p><b>Multimedia:</b></p> <p>-“<a href="#">A Walk with Frank Duffy</a>.” <i>Urban Omnibus</i>.</p>
Week 4	9/24	<p><b>Freedom of Expression, Citizen Journalism and the Blogosphere</b></p> <p>-Etling, B. and John Kelly, Robert Faris and John Palfrey. “<a href="#">Mapping the Arabic Blogosphere: Politics, Culture, and Dissent</a>.” <i>Internet &amp; Democracy Case Study Series</i>, The Berkman Center for Internet &amp; Society, Harvard University, Cambridge, MA, 2009.</p> <p>-Joyce, M. “<a href="#">The Citizen Journalism Web site “OhmyNews” and the 2002 South Korean Presidential Election</a>.” <i>Internet &amp; Democracy Case Study Series</i>, The Berkman Center for Internet &amp; Society, Harvard University, Cambridge, MA, 2007.</p> <p>-Clark, J. and Patricia Aufderheide. (2009). “<a href="#">Public Media 2.0.: Dynamic</a>,</p>

		<p><a href="#">Engaged Publics.</a>” Center for Social Media, American University, Washington, DC.</p> <p><b>Multimedia:</b> -<a href="#">Open Society Institute’s New Media in Authoritarian Societies</a></p> <p><b>Guest Speaker</b></p>
Week 5	10/1	<p><b>ICT for Development</b> -Ernest J. Wilson III, <i>The Information Revolution and Developing Countries</i>, (2004). Chapter 2 - Strategic Restructuring: A Framework for Analysis. -Wilson, Mark and Warnock, Kitty. “<a href="#">At the Heart of Change: The Role of Communication in Sustainable Development.</a>” Panos London: 2007. -Burrell, Jenna. (forthcoming 2009). “<a href="#">User Agency in the Middle Range: Rumors and the Reinvention of the Internet in Accra, Ghana.</a>” <i>Science Technology, &amp; Human Values.</i></p> <p><b>Multimedia:</b> -IDRC’s “<a href="#">Dialogue on ICTs and Poverty</a>”</p> <p><b>Case Study:</b> Northern Africa</p>
Week 6	10/8	<p><b>Internet Governance</b> - O’Siochru, Sean. “<a href="#">Global Governance of Information and Communication Technologies: Implications for Transnational Civil Society Networking.</a>” Social Science Research Council, New York, 2004. - Panos Media Toolkit on ICTs No. 1 “<a href="#">Who Rules the Internet</a>” - Kurbalija, Jovan. “<a href="#">An Introduction to Internet Governance.</a>” DiploFoundation. Geneva, Switzerland, 2008.</p> <p><b>Multimedia:</b> -DiploFoundation’s <a href="#">Evolution of Internet Governance</a></p> <p><b>Case Study:</b> Latin America</p>
Week 7	10/15	<p><b>Access to Information</b> -Panos Media Toolkit on ICTs No. 3 “<a href="#">Dollar Divide, Digital Divide</a>” -Surman, M. “<a href="#">Appropriating the Internet for Social Change.</a>” Social Science Research Council, New York, 2004. -Dutton, William H. (2005). “The Internet and Social Transformation: Reconfiguring Access.” <i>Transforming enterprise the economic and social implications of information technology.</i> Cambridge, MA: MIT Pres, 2005.</p>

		<p><b>Multimedia:</b> -Nicholas Negroponte, "<a href="#">One Laptop Per Child</a>." <i>Ted Talk</i>.</p> <p><b>Guest Speaker</b></p> <p><b>Draft Final Paper Due</b></p>
Week 8	TBD	<p><b>Networks, Cooperation and Peer Production</b> -Benkler, Yochai. "Introduction," in <a href="#">The Wealth of Networks: How Social Production Transforms Markets and Freedom</a>. New York: Yochai Benkler, 2006, pp. 1-58. -Von Hippel, E. (2005). <a href="#">Democratizing Innovation</a>. Cambridge: MIT Press, pp. 1-43. -Nicoletti Mizukami, Pedro and Ronaldo Lemos. "From Free Software to Free Culture: The Emergence of Open Business." In Shaver, Lea, ed. <a href="#">Access to Knowledge in Brazil: New Research on Intellectual Property, Innovation and Development</a>. The Information Society Project, Yale University, New Haven, 2008.</p> <p><b>Multimedia:</b> -Yochai Benkler, "<a href="#">New Open-Source Economics</a>." <i>Ted Talk</i>.</p> <p><b>Case Study:</b> South America</p>
Week 9	10/29	<p><b>Open Source Software, Copyright and Intellectual Property</b> -Lessig, L. <a href="#">Free Culture: How Big Media Uses Technology and the Law to Lock Down Culture and Control Creativity</a>. New York: The Penguin Press, 2004, pp. 1-61. -Cui, Guobin, <a href="#">The Myth of Collective Authorship in Folklore Works</a>. -Sundarum, R. "Other Networks: Media Urbanism and the Culture of the Copy in South Asia." In Karaganis, Joe, ed. <a href="#">Structures of Participation in Digital Culture</a>. New York: Social Science Research Council, 2007.</p> <p><b>Multimedia:</b> Lawrence Lessig, "<a href="#">Rethinking Remix</a>." <i>First Monday Podcast</i>.</p> <p><b>Film:</b> Good Copy/Bad Copy</p>
Week 10	11/5	<p><b>Open Access</b> - Villanueva, E. (2006). "<a href="#">Accidental open access and the hazards involved: Preliminary experiences on Internet-based publishing in a Peruvian university</a>." <i>First Monday</i>.</p>

		<ul style="list-style-type: none"> <li>- Iyengar, Prashant. (2009) "<a href="#">Public Libraries and Access to Knowledge (A2k): A History of Open Access (OA) and the Internet in India in the 19th and 20th Century.</a>"</li> <li>- Grimmelman, James. (2009). "<a href="#">How to Fix the Google Book Search Settlement.</a>" <i>Journal of Internet Law.</i> 12: 8.</li> </ul> <p><b>Multimedia:</b> -Eduardo Villanueva. "<a href="#">Open Access.</a>" <i>First Monday Podcast</i></p> <p><b>Case Study:</b> Southeast Asia</p>
Week 11	11/12	<p><b>Privacy, Security, Search and Filtering</b></p> <ul style="list-style-type: none"> <li>-Kang, J. and Buchner, B., "<a href="#">Privacy in Atlantis.</a>" <i>Harvard Journal of Law and Technology</i>, Vol. 18, No. 1, Fall 2004</li> <li>-Deibert, R. and Rafal Rohozinski "Good for Liberty, Bad for Security? Global Civil Society and the Securitization of the Internet." In Ronald Deibert, John Palfrey, Rafal Rohozinski, Jonathan Zittrain, eds., <a href="#">Access Denied: The Practice and Policy of Global Internet Filtering</a>, (Cambridge: MIT Press) 2008.</li> <li>-Zittrain, J. and Edelman, B. <a href="#">Empirical Analysis of Internet Filtering in China</a></li> </ul> <p><b>Multimedia:</b> -Daniel Downs, "<a href="#">Internet Security.</a>" <i>First Monday Podcast</i></p> <p><b>Case Study:</b> East Asia</p>
Week 12	11/19	<p><b>Social Software, Social Networking and the Reputation Economy</b></p> <ul style="list-style-type: none"> <li>-Shirky, C. "<a href="#">Social software and the politics of groups,</a>" <i>Networks, Economics, and Culture List.</i> March 9, 2003.</li> <li>-Rheingold, Howard. "<a href="#">Using Participatory Media and Public Voice to Encourage Civic Engagement.</a>" <i>Civic Life Online: Learning How Digital Media Can Engage Youth.</i> Edited by W. Lance Bennett. The John D. and Catherine T. MacArthur Foundation Series on Digital Media and Learning. Cambridge, MA: The MIT Press, 2008.</li> <li>-Jordan K. and Mark Surman. (2006). "<a href="#">Civil Technologies: The Value of Nonprofit ICT Use.</a>" New York, NY: Social Science Research Council.</li> <li>-Boyd, D. "None of This is Real: Identity and Participation in Friendster." In Karaganis, Joe, ed. <a href="#">Structures of Participation in Digital Culture.</a> New York: Social Science Research Council, 2007.</li> </ul> <p><b>Multimedia:</b> -Tim McCarthy, "<a href="#">Could Twitter Spark a Revolution?.</a>" <i>Big Think.</i></p>

		<b>Case Study:</b> Middle East
Week 13	12/3	<p><b>Mobile and Wireless Technology</b></p> <ul style="list-style-type: none"> <li>-Donner, Jonathan. (2006). <a href="#">The use of mobile phones by microentrepreneurs in Kigali, Rwanda: Changes to social and business networks</a>. <i>Information Technologies and International Development</i>. 3 (2): 3-19.</li> <li>-<a href="#">Wireless Networking for the Developing World Case Studies</a></li> <li>-Forlano, Laura. (2009). "From Digital Divide to Digital Excellence." New America Foundation, Washington, D.C.</li> </ul> <p><b>Multimedia:</b></p> <ul style="list-style-type: none"> <li>-Laura Forlano, "<a href="#">Freeing the Internet: Outdoors and Online with NYCwireless</a>." <i>Idealist.org Podcast</i>.</li> </ul> <p><b>Case Study:</b> Southern Africa</p>
Week 14	12/10	<p><b>Gender and ICTs</b></p> <ul style="list-style-type: none"> <li>-Information Technologies &amp; International Development (<a href="#">Special Issue on Women's Empowerment and the Information Society</a>), pp. 3-104</li> <li>-Grameen Foundation's <a href="#">Village Phone</a></li> <li>-Association for Progressive Communication's <a href="#">Gender and ICTs Blog</a></li> </ul> <p><b>Multimedia:</b></p> <ul style="list-style-type: none"> <li>-Cathy Davidson, "<a href="#">Wikipedia and Women</a>." Humanities, Arts, Science, and Technology Advanced Collaboratory (HASTAC).</li> </ul> <p><b>Final Presentations, Course Evaluation, Final Paper Due</b></p>
Week 15	12/17	<p><b>Environment &amp; ICTs</b></p> <ul style="list-style-type: none"> <li>-Perlman, J. and Molly O'Meara Sheehan. (2007). "<a href="#">Fighting Poverty and Environmental Injustice in Cities</a>." <i>State of the World</i>. Mega Cities Project, New York, NY.</li> <li>-"<a href="#">A Conversation with Robin Chase</a>," Urban Omnibus, 2009.</li> <li>-Association for Progressive Communication's <a href="#">Environment and ICTs Blog</a></li> </ul> <p><b>Multimedia:</b></p> <ul style="list-style-type: none"> <li>-Stuart Brand, "<a href="#">4 Environmental Heresies</a>." <i>Ted Talk</i>.</li> </ul> <p><b>Final Presentations</b></p>

## Resources:

[Association for Progressive Communication](#)

[Center for Democracy and Technology](#)

[Center for Social Media](#)

[DiploFoundation](#)

[Electronic Frontier Foundation](#)

[Electronic Privacy Information Center](#)

[Free Press](#)

[Global Voices](#)

Harvard's [Berkman Center for the Internet & Society](#)

[International Institute for Communication and Development](#)

[Mobile Active](#)

[Oxford Internet Institute](#)

[Pew Internet & American Life Project](#)

[Privacy International](#)

Social Science Research Council's [Media Research Hub](#)

[UNICEF Innovation](#)

Yale Information Society Project's [Access to Knowledge Research Series](#)

## Additional Readings on Media, Telecommunications and Technology and Society

### **Print Media, the Nation and the Public Sphere**

-Eisenstein, E. "Some Conjectures about the Impact of Printing on Western Society and Thought: A Preliminary Report," *The Journal of Modern History*. Vol. 40, No. 1, 1-56.

-Anderson, B. (1983). *Imagined Communities: Reflections on the Origin and Spread of Nationalism*. New York, NY: Verso, pp. 1-46.

-Starr, P. (2005). *The Creation of the Media: Political Origins of Modern Communications*. New York: Basic Books, pp. 23-46.

### **The Telephone, the Telegraph and Industrialization**

-Carey, James. "Reconceiving Mass and Media," in *Communication as Culture*. New York: Routledge, 1988, pp. 69-88.

-Fischer, Claude S. "Technology and Modern Life," in *America Calling: A Social History of the Telephone to 1940*. Berkeley: University of California, 1992.

-Schivelbusch, Wolfgang. "Panoramic Travel" in *The Railway Journey: The Industrialization of Time and Space in the 19th Century*. Berkeley: The University of California Press, 1977.

-Pool, I. d. S. "The Telephone and The City," in *The Social Impact of the Telephone*. Cambridge: MIT Press, 1977.

### **The TV, the Radio and the Community**

-Starr, P. (2005). *The Creation of the Media: Political Origins of Modern Communications*. New York: Basic Books, pp. 327-384.

-Putnam, R. D. (2000). *Bowling Alone: The Collapse and Revival of American Community*. New York, NY: Touchstone, pp. 1-47.

- Klinenberg, E. *Fighting for Air: The Battle to Control America's Media*. New York: Metropolitan Books, 2007, pp. 221-244.
- McLuhan, M. (1994). *Understanding Media*. Cambridge, MA: The MIT Press, pp. 3-32.

### **The Internet, New Media and Participation**

- Marvin, Carolyn. "Introduction," in *When Old Technologies were New: Thinking about Electric Communication in the Late Nineteenth Century*. New York: Oxford University Press, 1988, pp. 3-8.
- Johnson, S. *Interface Culture: How New Technology Transforms the Way We Create and Communicate*. San Francisco: HarperEdge, 1997.
- Manovich, L. (2001). *The Language of New Media*. Cambridge, Mass.: MIT Press, pp. 2-61.

### **Virtual Environments, Trust and Collaborative Teams**

- Turkle, Sherry. *Life on the Screen*. New York: Touchstone, 1995, pp. 9-49.
- Sarbaugh-Thompson, M., & Feldman, M. S. (1998). Electronic Mail and Organizational Communication: Does Saying "Hi" Really Matter? *Organization Science*, 9(6), 685-698.
- DeSanctis, G. and Monge, P. "Communication Processes for Virtual Organizations." *Journal of Computer-Mediated Communication*. 3 (4) June 1998.

### **Mobile and Wireless Technology**

- Ling, Rich. *The Mobile Connection: The Cell Phone's Impact on Society*. San Francisco: Elsevier, 2004.
- Ito, Mizuko and Daisuke Okabe. "Technosocial Situations: Emergent Structurings of Mobile Email Use." In *Personal, Portable, Pedestrian: Mobile Phones in Japanese Life*. Cambridge: MIT Press, 2005.
- Donner, Jonathan. (2008). [Research Approaches to Mobile Use in the Developing World: A Review of the Literature](#). *The Information Society*. 24(3), 140-159.
- Townsend, A. M. "Mobile communications in the 21st century city." in B. Brown, R. Harper & N. Green (Eds.), *Wireless World: Social and Interactional Aspects of the Mobile Age*. Berlin: Springer, 2001.
- Smith, Marc. "Some Social Implications of Ubiquitous Wireless Networks." Working Paper, Collaborative and Multimedia Group, Microsoft Research, October 2000.