



The Hebrew University of Jerusalem

Syllabus

NEW MEDIA AND SOCIETY - 47714

Last update 16-09-2018

HU Credits: 3

Degree/Cycle: 1st degree (Bachelor)

Responsible Department: Internet and Society

Academic year: 0

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Nicholas John

Coordinator Email: n.john@huji.ac.il

*Coordinator Office Hours: Dr. John: Tuesday, 10-11
Ms. Sharon*

Teaching Staff:

Dr. Nicholas John

Ms. Tzlil Sharon

Course/Module description:

This course will offer a broad introduction to theories and research about the social, cultural and political implications of new media. It will explore theories such as the network society and information society, interrogating key concepts such as "digital", "privacy", "identity" and "communication". Throughout the course, students will be encouraged to think critically about the potential benefits and dangers of new media.

Course/Module aims:

To examine the relationship between new media and society

To instill critical thinking about new media

Learning outcomes - On successful completion of this module, students should be able to:

To define key terms and concepts related to the internet and new media.

To place new media in their cultural and economic context.

To speak and write critically about the latest issues around new media

Attendance requirements(%):

100

Teaching arrangement and method of instruction: Frontal lectures and a great deal of class discussion.

Discussion of articles in tutorial groups

Course/Module Content:

Topics to be covered in the course include:

- *A brief history of the internet*
- *What are social network sites?*
- *Facebook*
- *Digital identity*
- *Computer-mediated communication*
- *The internet and capitalism*
- *Algorithms*
- *Search*
- *New media, politics and power*

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- Disconnectivity
 - Privacy

Required Reading:

This is not the final reading list.

- Baron, Naomi S. (2011). *Assessing the Internet's Impact on Language*. In Mia Consalvo & Charles Ess (Eds.), *The handbook of internet studies* (pp. 117-136). Malden, MA: John Wiley & Sons.
- Baym, Nancy K. (2015). *Personal connections in the digital age* (2nd ed.). Polity: Cambridge, U.K.
- boyd, danah, & Ellison, Nicole B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210-230.
- Fuchs, Christian, & Sevignani, Sebastian. (2013). What Is Digital Labour? What Is Digital Work? What's their Difference? And Why Do These Questions Matter for Understanding Social Media? *tripleC: Communication, Capitalism & Critique. Open Access Journal for a Global Sustainable Information Society*, 11(2), 237-293.
- Gillespie, Tarleton. (2014). The relevance of algorithms. In Tarleton Gillespie, Pablo J Boczkowski, & Kirsten A Foot (Eds.), *Media Technologies* (pp. 167-193). Cambridge, Massachusetts: MIT.
- John, Nicholas A. (2011). The diffusion of the Internet to Israel: the first 10 years. *Israel Affairs*, 17(3), 327-340.
- John, Nicholas A. (2013). Sharing and Web 2.0: The emergence of a keyword. *New Media & Society*, 15(2), 167-182. doi:10.1177/1461444812450684
- John, Nicholas A., & Dvir-Gvirsman, Shira. (2015). 'I don't Like you any more': Facebook unfriending by Israelis during the Israel-Gaza conflict of 2014. *Journal of communication*, 65(6), 953-974. doi:10.1111/jcom.12188
- Light, Ben, & Cassidy, Elija. (2014). Strategies for the suspension and prevention of connection: Rendering disconnection as socioeconomic lubricant with Facebook. *New Media & Society*, 1461444814544002.
- Marwick, Alice E, & boyd, danah. (2014). Networked privacy: How teenagers negotiate context in social media. *New Media & Society*, 16(7), 1051-1067.
- Miller, Daniel. (2011). *Tales from Facebook*. Cambridge, UK ; Malden, MA: Polity Press.
- Papacharissi, Zizi. (2002). The virtual sphere The internet as a public sphere. *New Media & Society*, 4(1), 9-27.
- Pariser, Eli. (2011). *The filter bubble: What the Internet is hiding from you*: Penguin UK.

Additional Reading Material:

This is not the final reading list.

- Beer, David. (2009). Power through the algorithm? Participatory web cultures and the technological unconscious. *New Media & Society*, 11(6), 985-1002.

boyd, danah. (2010). *Social Network Sites as Networked Publics: Affordances, Dynamics, and Implications*. In Zizi Papacharissi (Ed.), *A networked self: Identity, community, and culture on social network sites* (pp. 39-58): Routledge.

Consalvo, Mia, & Ess, Charles (Eds.). (2011). *The handbook of internet studies* (Vol. 14): John Wiley & Sons.

Ellison, Nicole B, Steinfield, Charles, & Lampe, Cliff. (2007). The benefits of Facebook "friends:" Social capital and college students' use of online social network sites. *Journal of Computer-Mediated Communication*, 12(4), 1143-1168.

Hillis, Ken, Petit, Michael, & Jarrett, Kylie. (2013). *Google and the Culture of Search*. New York: Routledge.

Marwick, Alice E, & boyd, danah. (2011). *I tweet honestly, I tweet passionately: Twitter users, context collapse, and the imagined audience*. *New Media & Society*, 13(1), 114-133.

Mayer-Schönberger, Viktor. (2011). *Delete: the virtue of forgetting in the digital age*. Princeton, NJ: Princeton University Press.

Portwood-Stacer, Laura. (2012). *Media refusal and conspicuous non-consumption: The performative and political dimensions of Facebook abstention*. *New Media & Society*, 15(7), 1041-1057. doi:10.1177/1461444812465139

Course/Module evaluation:

End of year written/oral examination 60 %
Presentation 0 %
Participation in Tutorials 5 %
Project work 0 %
Assignments 30 %
Reports 5 %
Research project 0 %
Quizzes 0 %
Other 0 %

Additional information:

There may be changes