

# *The Hebrew University of Jerusalem*

## *Syllabus*

### *Sharing: The Keyword of the Digital Age - 50978*

*Last update 16-09-2018*

*HU Credits: 2*

*Degree/Cycle: 2nd degree (Master)*

*Responsible Department: Communication & Journalism*

*Academic year: 0*

*Semester: 1st Semester*

*Teaching Languages: Hebrew*

*Campus: Mt. Scopus*

*Course/Module Coordinator: Nicholas John*

*Coordinator Email: [n.john@huji.ac.il](mailto:n.john@huji.ac.il)*

*Coordinator Office Hours: Tuesday, 10-11, or by appointment*

*Teaching Staff:*

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Dr. Nicholas John

Course/Module description:

*'Sharing' is a central keyword for the digital age. Not only is sharing the form of our participation in social media, but the Internet itself is seen as responsible for the flourishing of social and economic practices known as the 'sharing economy', which the course will explore. Sharing is also a form of speech whereby we tell others about our feelings, but this too is increasingly mediated by communications technologies. 'Sharing', therefore, is a powerful metaphor that brings together our social, economic and emotional lives, and that offers a fascinating prism through which to examine the way in which these different spheres are converging through technology.*

*We shall especially look at the sharing economy and other digital keywords.*

*The course has quite a strong linguistic element, and we'll pay special attention to the sharing economy.*

Course/Module aims:

*The course aims to shed new light on the digital age by closely examining the concept of sharing.*

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

- \* Distinguish sharing from other similar analytical concepts*
- \* Explain the way that sharing operates as a metaphor across a number of social spheres*
- \* Appraise the claims of the proponents of the sharing economy*
- \* Critique the use of the term sharing where appropriate*

Attendance requirements(%):

100

*Teaching arrangement and method of instruction: Frontal lectures with class discussion and student presentations of articles. For those writing seminar papers, a presentation of their topic, research question and initial literature review.*

Course/Module Content:

*The course will discuss the following topics:*

*What is sharing?*

*Sharing as a type of speech*

*Sharing and Web 2.0*

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Sharing economies - production  
Sharing economies - consumption

Required Reading:

Selected items from the reading list below.

Additional Reading Material:

Initial reading list. More to follow.

Sharing on Web 2.0

Arceneaux, Noah, and Amy Schmitz Weiss. 2010. *Seems Stupid Until You Try It: Press Coverage of Twitter, 2006–9*. *New Media & Society* 12 (8): 1262-1279.

boyd, dana, Scott Golder, and Gilad Lotan. 2008. "Tweet, tweet, retweet: Conversational aspects of retweeting on twitter." In *43rd Hawaii International Conference on System Sciences*. Koloa, Kauai, Hawaii: IEEE Computer Society. 1-10.

Cardon, Dominique, and Christophe Aguiton. 2007. *The strength of weak cooperation: an attempt to understand the meaning of Web 2.0*. *Communications and Strategies* 65: 51-65.

Java, Akshay, Xiodan Song, Tim Finin, and Belle Tseng. 2007. "Why we twitter: understanding microblogging usage and communities." In *1st SNA-KDD 2007 workshop on Web mining and social network analysis*: ACM. 56-65.

John, Nicholas. 2012. *Sharing and Web 2.0: The emergence of a keyword*. *New Media & Society*.

Miller, Vincent. 2008. *New media, networking and phatic culture*. *Convergence: The International Journal of Research into New Media Technologies* 14 (4): 387-400.

Wittel A (2011) *Qualities of Sharing and their Transformations in the Digital Age*. *International Review of Information Ethics* 15: 3-8.

Sharing in anthropology/hunter-gatherer societies

Bird-David, Nurit. 2005. "The property of sharing: Western analytical notions, Nayaka contexts." In *Property and equality*, eds. Thomas Widlok and Wolde Gossa Tadesse. New York: Berghahn Books. 201-216.

Bird-David, Nurit, and Asaf Darr. 2009. *Commodity, gift and mass-gift: on gift-commodity hybrids in advanced mass consumption cultures*. *Economy and Society* 38 (2): 304-325.

Katriel, Tamar. 1987. "Bexibùdim!": Ritualized sharing among Israeli children. *Language in Society* 16 (03): 305-320.

Mauss, Marcel. 1954 [1925]. *The gift; forms and functions of exchange in archaic societies*. Glencoe, Ill.,: Free press.

Sharing as form of consumption

Belk, Russell. 2010. *Sharing*. *Journal of Consumer Research* 36 (5): 715-734.

Belk, Russell. 2007. *Why Not Share Rather Than Own? The ANNALS of the American*

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- Academy of Political and Social Science, 611(1), 126-140
- Benkler, Yochai. 2004. *Sharing Nicely: On Shareable Goods and the Emergence of Sharing as a Modality of Economic Production*. Yale Law Journal 114 (2): 273-359.
- Benkler, Yochai. 2007. *The Wealth of Networks* (chapter 4?).
- Botsman, Rachel, and Roo Rogers. 2010. *What's Mine Is Yours: The Rise of Collaborative Consumption*. HarperBusiness.
- Gaskins K (2010) *The New Sharing Economy*. Latitude.  
<http://latdsurvey.net/pdf/Sharing.pdf>
- Tapscott, Don, and Anthony D. Williams. 2006. *Wikinomics: How mass collaboration changes everything*. New York, NY: Portfolio Trade.
- Terranova T (2000) *Free labor: Producing culture for the digital economy*. Social Text 18(2): 33-58.
- Van Dijck, Jose, and David Nieborg. 2009. *Wikinomics and its discontents: a critical analysis of Web 2.0 business manifestos*. New Media & Society 11 (5): 855-874.
- Therapeutic narrative and sharing as a type of speech*
- Cameron, Deborah. 2000. *Good to Talk? Living and Working in a Communication Culture*. London: Sage (Chapter 6).
- Carbaugh, Donal. 1988. *Talking American: Cultural Discourses on Donahue*. Ablex Publishing (Chapter 8).
- Harber, Kent D., and Dov J. Cohen. 2005. *The Emotional Broadcaster Theory of Social Sharing*. Journal of Language and Social Psychology 24 (4): 382-400.
- Illouz, Eva. 2008. *Saving the modern soul: therapy, emotions, and the culture of self-help*. Berkeley: University of California Press.
- Katriel, T., & Philipsen, G. (1981). "What we need is communication": "Communication" as a cultural category in some American speech. *Communication Monographs*, 48(4), 301-317.

אילוז אווה. 2012. גאולת הנפש המודרנית. הקיבוץ המאוחד.  
פיאלקוף, יונתן. 2012. תזה לשם קבלת תואר MA. האוניברסיטה העברית.

Course/Module evaluation:

End of year written/oral examination 0 %  
Presentation 0 %  
Participation in Tutorials 0 %  
Project work 100 %  
Assignments 0 %  
Reports 0 %  
Research project 0 %  
Quizzes 0 %  
Other 0 %

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Additional information:

*It will be possible to write a final paper on another keyword other than sharing.*