

International Summer Program 2019_Course Description

Course Title	New Media and Society
Name of Instructor	Kyung Sun “Karen” Lee (Ph. D.)
University/ Department	Chung-Ang University/School of Media and Communication
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Course Description	<p>This course provides an introduction to the relationship between new media and society from sociopolitical, economic, and cultural perspectives. We will approach new media from a broad definition to encompass the convergence of media channels with digital, networked forms of technologies. The course introduces main debates surrounding the relationships between new media technologies and society. We will look at social media platforms, mobile technologies and applications, and online communities, to understand how technology interacts with and is embodied in society. We will also examine how technological change in communication has impacted traditional policies and practices of government, institutions, and business. Issues of production, consumption, and access and their social ramifications will be discussed.</p>
Learning Outcomes	<p>By the end of the semester, you will:</p> <ul style="list-style-type: none"> • Recognize and apply major theoretical and conceptual issues in new media studies • Understand the main debates surround the relationships between new media technology and society • Understand how new media drive and is shaped by different aspects of contemporary life • Have knowledge of case studies and examples from a range of different sociopolitical contexts • Read critically and analyze information posted on and about social media • Write analytically about digital and social media
Course Procedures	<p>Classes are designed as a mixture of review of material from the previous week, lecture covering new concepts and arguments from the readings, as well as regular in-class activities and guided discussions in smaller groups.</p>

Grading and Evaluation	<p>Participation 20% Personal Branding Project 20% Reading response (3 in total) 30% Final Exam 30%</p> <p>*There is no separate evaluation for attendance. However, you will not be given participation points on days of absence.</p> <p><u>Personal Branding Project</u></p> <p>This assignment will help you get started with building an online personal branding and networking by applying concepts related to identity construction and self-presentation online.</p> <p>OBJECTIVES By completing this project, you will</p> <ul style="list-style-type: none"> • Demonstrate an understanding of concepts related to identity construction and self-presentation online by applying it to yourself • Evaluate self-branding strategies and be able to tell apart strong professional identities from weaker ones • Create your own set of strategies and tactics for building a professional identity online
Text and required supplies	<p>Quan-Haase, Anabel. (2016). <i>Technology and society: Social networks, power, and inequality</i>. 2nd Edition. Oxford University Press.</p>
Instructor's Profile	<p>Kyung Sun (Karen) Lee received her doctoral degree in media studies at the University of Texas at Austin. Kyung Sun's research interest include global media and international communication, particularly as they relate to the flow of ideas across networked global communication architecture.</p>

Course Schedule			
Week	Topics	Assignments	Remarks
6/26	Course Overview	Quan-Haase. Ch. 1 The technological society Documentary Screening (TBA) and discussions	
6/27	The “new” in new media	Quan-Haase. Ch. 2 Technology in society: A historical overview; Ch. 5 Techno-social designing	
6/28	Approaches to technology	Quan-Haase. Ch. 3 Theoretical perspectives on technology	*Reading Response 1 due
7/1	Self	Baym, N. (2015). Personal Connections in the Digital Age, Ch. 5: New Relationships, New Selves? boyd, D. (2014). It's Complicated, Ch.1: Identity.	
7/2	Network	Christakis & Fowler. (2011). Connected. The amazing power of social networks and how they shape our lives. Chs. 1 & 2	
7/3	Network society	Quan-Haase. Ch. 9 Community in the network society	
7/4	Diffusion	Quan-Haase. Ch. 6. adoption and diffusion of technological innovations	*Personal branding assignment due
7/8	Inequality	Quan-Haase. Ch. 8 Technology and inequality	
7/9	Gaming	Chung, P. & Fung, A. (2016). Internet development and the commercialization of online gaming in China Jin, D. (2010) Adventure of local online games toward globalization	
7/10	Convergence	Jenkins, Henry. Convergence culture: Where old and new media collide. Ch.3 Searching for the Origami Unicorn	*Reading Response 2 due
7/11	Labor	Liao, S. (2017). Fashioning China: precarious creativity of women designers in Shanzai culture. Communication, Culture & Critique.	Guest presentation and Skype talk

7/12	Politics of technology	Gillespie, Tarleton. (2018). Custodians of the Internet: Platforms, content moderation, and the hidden decisions that shape social media Chs. 1 & 2	
7/16	Surveillance and Privacy	Quan-Haase. Ch. 11. The surveillance society Vaidhyanathan, S. (2018). Anti-social machine: How Facebook disconnects us and undermines democracy. Ch. 2 The surveillance machine	*Reading response 3 due
7/17	Ethical dimensions	Quan-Haase. Ch. 12. Ethical dimensions of technology	
7/18	Final Exam		