**COMM 3200/INFO 3200**  
**NEW MEDIA & SOCIETY**  
**Spring 2019**

**Instructor:** Dr. Brooke Erin Duffy  
Email: bduffy@cornell.edu  
Office phone: 607-255-8403

**Course Info:**  
T/TH 2:55PM - 4:10PM  
233 Plant Science Building

**Office Hours:**  
Tuesdays, 12:30-1:30 PM  
Wednesdays, 11:30 AM -12:30 PM

**Graduate TAs:**  
Ngai Keung (Oliver) Chan, nc478 (A-H)  
Megan Sawey, mes476 (I-Re)  
Melissa Seipel, ms3436 (Ro-Z)

**Undergrad TAs:**  
Milos Kartalija, tmk57  
Taylor Luck, tpl48  
Matthew McDonald, mjm572  
Christopher Pardee, csp73

**Course Twitter:** @CUComm3200

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**COURSE DESCRIPTION**

We are immersed in a complex and pervasive media culture, which makes it difficult for us to recognize the intricate relationship between media, technology, and society. Indeed, what we see, hear, read, and experience are largely a product of our society and its particular political, economic, material, and cultural configuration. This relationship also shapes our understanding of ourselves, our society, and the world around us. Yet, our media culture is undergoing a profound series of transformations – as new technologies, new forms of entertainment, new venues for political debate, and new models of participation and labor emerge online.

This course will interrogate how the social, political-economic, and cultural landscape is changing in relation to digital media and information technologies. We will develop critical resources to better understand the history of these technologies and emerging communicative forms; the economics and politics behind them; the sociocultural moments from which they have emerged; and the shifts they have engendered. Once equipped with these tools, we will ask deeper questions about their impact on society.

The learning objectives of this course include to:  
1) develop analytical tools for understanding the complex information society;  
2) examine how the cultural, political, and economic environments are changing with the emergence of new media and digital technologies;  
3) encounter and address pressing contemporary controversies in the legal, political, and cultural realms;  
4) develop a voice on these issues, expressed in relevant new media formats.
REQUIRED READINGS
Articles, chapters, podcasts, and videos listed below. These are available through the links provided or in the “content” section of Blackboard.

GRADING
Grading Scale

A+ = 98+
A  =  94-97.5
A- =  90-93.5
A+ = 87-89.5
B+ = 84  
B  =  80-83.5
B- = 77-79.5
B+ = 74-76.5
C+ = 70-73.5
C  =  67-69.5
C- = 70-73.5
D+ = 64-66.5
D  =  60-63.5
F = 60

Assignments

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Weight</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Essays (4)</td>
<td>180</td>
<td>36% (9% each)</td>
</tr>
<tr>
<td>Midterm</td>
<td>125</td>
<td>25%</td>
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<tr>
<td>Final Exam (non-cumul.)</td>
<td>125</td>
<td>25%</td>
</tr>
<tr>
<td>Attendance/Participation</td>
<td>50</td>
<td>10%</td>
</tr>
<tr>
<td>Twitter Discussion</td>
<td>20</td>
<td>4%</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
<td>100%</td>
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Reading
The most important assignment is to complete all of the readings in advance of the class period in which they will be discussed; comprehension of these materials is crucial to your success in this course. These readings will come up in class discussion, and you will be expected to have not just read them, but digested them, drawing insights, ideas, and questions from them to help fuel our conversation in class.

Essays
In order to delve deeper into critical issues at the juncture of digital media and society, you will be responsible for submitting four essay assignments on the following topics:
1. Technology in Daily Life
2. Algorithms, Data, and Personalization
3. Hashtag Activism
4. Social Media Self-Presentation

Essays should be approximately 5 pages in length, and all references must be cited appropriately using APA formatting. Additional details on these assignments will be provided in class. Essays must be submitted via TurnItIn by 11:00 AM on the due date. Missed deadlines will be assessed a deduction of one third of a letter grade per day (e.g. from A- to B+ for 1 day late). The penalty for lateness begins immediately after the assignments have been collected on the due date.

Attendance & Participation
I strongly encourage you to come to every single class. However, you are allowed three “free” absences. Please use these wisely, especially if you anticipate interviewing for jobs or traveling for another reason. There is no need to let your graduate TA know if you will not be in class. If you miss more than three classes for ANY reason (other than a documented medical/family emergency), your participation/attendance grade by 5 points per absence. If you do miss a class,
you are responsible for finding out what we covered from a classmate in advance of the next course meeting.

Attendance will be taken from a seating chart created at the beginning of the semester. Please do not be late for class as it is distracting to me and your peers.

In addition to attending class, you are also required to participate. I want to hear everyone’s voice in this class at least once. If you don’t feel comfortable speaking in class, you can earn your participation points by coming to meet with me/your TAs in office hours and thoughtfully discussing course material.

Twitter Discussion
For every class, starting 1/29, you are required to post a response, point of clarification, discussion question, critique, or example based on the readings. This should be posted by 11:59 pm the night before class, you will docked points for lateness. You should direct your tweets to @CUComm3200. Good tweets should do one of four things: 1) summarize the reading(s), 2) relate and integrate the readings to each other or to earlier readings, 3) relate ideas and arguments from the readings to real life examples, experiences, news stories, links, etc., or 4) identify particularly problematic, challenging, or fascinating parts of the readings to dissect collectively. Each tweet is worth 1 pt. for a total of 20 points. If you have to miss class due to illness or an official university activity, you should still tweet about the readings. You can only get one point per Tweet per class; if you Tweet several times about the readings, only the first one will be graded. You are allowed to miss up to 4 reading-related tweets without penalty.

Exams
Your understanding of the course material will be assessed through a (1) mid-term examination given in class halfway through the semester and (2) a final exam during final exam period. The exam will be based on material from the book, assigned articles, class discussions, and any videos shown in class.

The exams must be taken on scheduled date. Make-up exams will only be scheduled in the event of an extreme emergency and must be discussed with the professor before the scheduled exam date. In such a case, written documentation of the emergency will be required.

Extra Credit
In order to gain a deeper understanding of the research process, students are encouraged to participate in research studies on campus. Students can gain extra credit in this course for their participation in a Communication or Information Science research study at Cornell. Course extra credit for will only be given for research studies recruited through the Communication/IS SONA system: https://cornell-comm.sona-systems.com

SONA points are given out based on 30-minute time intervals. One SONA point (or one 30-minute offline study) is equivalent to 2.5 extra credit points (.5%) in this course. Students may earn up to 7.5 extra credit points (1.5% of the total grade) for 3 SONA points.

Students can also earn extra credit for attending an academic event (i.e. colloquium, special lecture, etc.) related to a topic we are discussing in class. I will announce lectures/events which fit with the course material. After attending, students must write a 1-page report summarizing the lecture and relating it to gender and media. One lecture reflection will be worth 5 extra credit points (1% of grade). These should be submitted to your graduate TA.
While students may do any combination of research extra credit and lecture report extra credit, they may not earn more than a total of 7.5 course points (1.5% of the total grade).

Also, please note that these are the only possibilities for extra credit; please do not ask if I can give “you” extra credit or make up exam/assignment points as this would be unfair to your peers.

CLASS POLICIES
Course Communication
Please consult with your assigned undergraduate TA with questions about logistics, resources, and help understanding the material. You should consult with your graduate TA about emergency class absences, your exams, and grading concerns.

I generally check my email first thing in the morning. I will make every effort to respond to your email within 24 hours, Monday-Friday. Thus, please do not leave important questions for Friday evening.

Please be sure you check your email and Blackboard regularly for updated/additional readings as well as course announcements.

All lecture slides will be available immediately before the lecture, as they are being updated up to the class time in an effort to include topical material. All grades will be posted to Blackboard.

Laptops, Mobiles, and Other Class Policies
Laptops, smartphones, and other digital devices are distracting to the instructor and those around you. Moreover, we will also be discussing research about how laptops inhibit the classroom learning process, and you will be reflecting on this during one of your assignments. Thus, you are NOT PERMITTED to use these devices in class unless you are seated in the front row (NO EXCEPTIONS). My decision to allow them in the front row is meant to accommodate students who require them for learning purposes, so please be considerate of your peers given the limited number of seats.

To address concerns about taking notes, the in-class lectures WILL be available on Blackboard the morning before class.

UNIVERSITY POLICIES
Students with Academic Accommodations
If you are a student with a disability and qualify for academic accommodations, please contact me as early as possible during the semester. I am happy to provide students with the necessary accommodations. If testing accommodations are made, you are required to show up within 10 minutes of your pre-arranged start time or I will assume that you did not need the accommodation and, if regular exam has already passed, you will forfeit your exam.

Statement of Inclusivity and Respect
Each student in this course is expected to contribute to an inclusive and respectful class environment. Students of all backgrounds including gender, sexual orientation, race, ethnicity, and religion are to be treated fairly and with honesty, integrity, and respect. Civil discourse, reasoned thought, sustained discussion, and constructive engagement without degrading, abusing, harassing, or silencing others is required of all students in this class.
**Academic Dishonesty**

The Communication Department constituents hold each other to the highest standards of academic integrity and uphold the University policies of Academic Integrity. In accordance with Communication Department AI Policy, any student in this class suspected of plagiarism or cheating on tests or assignments will have a primary hearing. If found guilty, the student will receive a failing grade on the assignment in question and a reduction in the overall course grade, and the results of the hearing will be reported to the CALS Academic Integrity Board. The Communication Department’s policy is based on university-wide policy and procedures. Visit the University Academic Integrity website for further information.

ALL WORK MUST BE YOUR OWN and MUST BE UNIQUE TO THIS CLASS (not completed in/for another class). Any work that is not your own and is not cited, and any work that has been completed in whole or part for another course will receive a ZERO.

**Turn It In**

Students agree that by taking this course all required papers may be subject to submission for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com site.

**RESOURCES**

Professor Adrienne Shaw’s *How Do I?* provides useful advice on citing sources, emailing a professor, using Twitter, requesting a recommendation letter, and effective writing.

**Mann Library** has resources and experts available to assist you with the research process. You can also see the availability of workspace (including computers) in real-time.

The Cornell Writing Center has appointments/walk-in service locations throughout campus. Take advantage of this fantastic resource.

**SCHEDULE*** Instructor reserves the right to amend the syllabus for pedagogical purposes.

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<thead>
<tr>
<th>DATE</th>
<th>Topic</th>
<th>Reading/Materials</th>
<th>Assignment Due</th>
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<tr>
<td>Jan 22</td>
<td>Course Introduction</td>
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<tr>
<td>Date</td>
<td>Topic</td>
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<tr>
<td><strong>Feb 26</strong></td>
<td><strong>NO CLASS</strong></td>
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<td><strong>FEBRUARY BREAK</strong></td>
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Swanson, A. (2015, July 14). The rich kids of Instagram are a product of extreme inequality, and they’re not afraid to show it. *The Washington Post.*


Exam will be on materials through 3/14 class


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<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
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<td>Apr 2-4</td>
<td>SPRING BREAK</td>
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<td>Date</td>
<td>Topic</td>
<td>Reading/Media</td>
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Fumo, N. (2017). *Instagram Profiles are the new homepage*. *The Verge*  


*Black Mirror: Nose Dive* (Netflix)  

**Essay Assignment 4** due via TurnItIn |


| May 7      | Catch Up                                   |                                                                               |
| May 12     | Final Exam: 7:00-9:30 PM                    |                                                                               |