
GLOBAL DIGITAL CULTURES in Fall 2020 (CM5004)

Course Code	CM5004	Professor(s)	Robert Payne, Waddick Doyle
Prerequisites	None	Office Number	G-307 or via Teams
Class Schedule	F: 14:30-16:05 in G-207 T: 09:00-10:35 in G-207	Office Hours	Friday 12.00-14.00
Credits	4	Email	rpayne@aup.edu, wdoyle@aup.edu
Semester	Fall 2020	Office Tel. Ext.	

Course Description

This course provides an overview of key topics and theories in the study of the Internet and other digital media as cultural and social phenomena and expanding modes of communication. We begin by defining properties and paradigms of digital media and drawing lessons from the history of the Internet, before critically exploring the core themes of digital spaces, network culture, digital identities and communities, questions of surveillance and privacy, economic models and forms of digital labour, regulation and unregulated communication, and digital media's material implications and consequences. Within the contexts of globalization, we will place particular emphasis on interrogating transformations made possible by the pervasion of digital media, but also restrictions and contestations that arise.

Course Learning Outcomes

knowledge of a range of important topics and debates in Internet and digital media studies
a critical approach to various key theories and concepts related to the Internet, digital media, social media and globalization
the ability to debate new ideas and problematics with colleagues
an improved capacity for developing independent research

General Education

Course Outline

Date	Topic	Content	
Fri 25 Sept	INTRODUCTION TO GLOBAL DIGITAL CULTURES Introductions and Expectations		
Tues 29 Sept	Definitions and Paradigms of Digital Cultures	<u>Required:</u> Delfanti and Arvidsson, <i>Introduction to Digital Media</i> <u>Recommended:</u> Burgess, "Convergence" Gitelman, "New Media"	
Fri 2 Oct	Hopes and Dreams of Digital Culture	<u>Required:</u> Kraidy, "Convergence and Disjuncture in Global Digital Media" Curran, "The Internet of Dreams"	
Tues 6 Oct	DIGITAL LIVES AND SOCIALITY Auto-ethnography and Digital Media Use	<u>Required:</u> Atay, "What is Cyber or Digital Autoethnography?" <u>Recommended:</u> Lupton, "Personal Data Practices in the Age of Live"	
Fri 9 Oct	Digital Bodies and Identities	<u>Required:</u> Cheney-Lippold, <i>We Are Data</i> : Introduction	

		Das, "Dating Applications, Intimacy, and Cosmopol"	
Tues 13 Oct	Digital Communities and Publics	<u>Required:</u> Abidin and Zeng, "Feeling Asian Together" BTS Army articles <u>Recommended:</u> Jenzen, "Trans youth and social media" Guo, "WeChat as a Semipublic Alternative Sphere"	
	NETWORK CULTURES		
Fri 16 Oct	Digital Networks and Space	<u>Required:</u> Levina, "Network" Latonero and Kift, "On Digital Passages and Border"	
Tues 20 Oct	Digital Virality and Social Networks	<u>Required:</u> van Dijck, "After connectivity" Payne, "Virality minus the virus"	
Fri 23 Oct	Hashtag cultures	<u>Required:</u> Sharma and Brooker, "#notracism" BLM articles	
Tues 27 Oct	Auto-ethnography Reports		
Fri	Studying Digital Platforms	<u>Required:</u>	

30 Oct		Light, Burgess and Duguay, "The Walkthrough Met"	
	OWNERSHIP AND CONTROL		
Tues 3 Nov	Platforms and Data Capitalism	<u>Required:</u> Gillespie, "The Politics of 'Platforms'" Gregg and Nafus, "Data" <u>Recommended:</u> Srnicek, <i>Platform Capitalism</i>	
Fri 6 Nov	Google and Other Megacorporations	<u>Required:</u> Vaidhyanathan, <i>The Googlization of Everything</i> (ex <u>Recommended:</u> Noble, "Searching for Black Girls" Vaidhyanathan, <i>Antisocial Media</i>	
Tues 10 Nov	Surveillance and Privacy	<u>Required:</u> Hargittai and Marwick, "'What Can I Really Do?'" Kostka, "China's social credit systems and public o	
11 – 13 November: FALL BREAK			
	DIGITAL MATERIALITIES AND WORK CULTURES		
Tues 17 Nov	Infrastructures	<u>Required:</u> Parks, "Around the Antenna Tree" Farman, "The Materiality of Locative Media"	

Fri 20 Nov	Electronic Waste and Other Environmental Footprints	<u>Required:</u> Maxwell and Miller, <i>How Green is Your Smartphone?</i> Lee et al., "Monitour: Tracking Global Routes of Electronic Waste"	
Tues 24 Nov	Digital Work Cultures	<u>Required:</u> Duffy and Wissinger, "Mythologies of Creative Work in the Digital Age" <u>Recommended:</u> Scholz, "Toward a Typology of Digital Labor"	
Fri 27 Nov	Content Moderation	<u>Required:</u> Paul, "Facebook to pay \$52 million..." <u>Viewing in class:</u> <i>The Cleaners</i> (dir. Block and Riesewieck)	
Tues 1 Dec	REGULATION AND UNREGULATION Trolling, Hate Speech, Fake News	<u>Required:</u> Phillips, "Dicks Everywhere: The Cultural Logics of Online Harassment" Harsin, "A Critical Guide to Fake News"	
Fri 4 Dec	Regulation Models and Policies	<u>Required:</u> BBC and <i>Forbes</i> articles on regulation <u>Recommended:</u> Cammaerts and Mansell, "Digital Platform Policy and Regulation" <u>Viewing in class:</u> Al Jazeera, "Should social media be regulated?"	

Tues 8 Dec	Regulation	Debate in class	
Fri 11 Dec	Final assignment workshop		
Tues 22 Dec 15.00-17.00	Final exam session	Plenary discussion of final projects	

Textbooks

This course doesn't have any textbook.

Attendance Policy

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Attendance at all exams is mandatory.

Covid-19 temporary amendments:

Students studying at The American University of Paris are STILL EXPECTED TO ATTEND ALL scheduled classes. Due to the Covid-19 pandemic, students will have the option of

attending classes remotely when special circumstances apply. For example when students are placed under quarantine by the French authorities or by their doctor, or when students present symptoms of Covid-19 and are directed, by their doctor or the AUP Health Office, to remain home. It is still the student's responsibility to be aware of any specific attendance policy that their professor might have set in the course syllabus. Students attending remotely from distant Time Zones should check with their professors about the specific attendance policy for remote learners.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and especially during the Drop/Add and Exam Periods.

Grading Policy

Final grades will be calculated from the following assignments:

- **Critical Reading Responses: 15%**

To show your capacity for critical engagement with ideas and arguments, you will submit five critical responses to class readings. Each response (500 words) corresponds to one section of class content: choose any two scholarly readings set for the corresponding section. Format and submission information will be distributed. See class schedule for due dates.

- **Midterm Project (Autoethnography): 25%**

To evaluate your capacity to develop critical perspectives on familiar cultural phenomena, you will design and conduct an experiment in autoethnography using your own digital media use as

source material. Assignment guidelines will be distributed.

- **Final Project (Platform 360): 35%**

To evaluate your capacity for independent research, critical analysis, and effective synthesis of complex information, you will complete a Platform 360 project which will require thorough investigation of different uses and social, cultural, economic, and political contexts of a digital platform or app. Assignment guidelines will be distributed.

- **Final Exam (Plenary Discussion): 10%**

To assess your ability to critically evaluate other people's work, we will hold a critical discussion of completed final projects during which each student will be responsible for offering a critical response to another student's project.

- **Class Participation: 15%**

This grade measures:

- (1) your active and constructive participation in class discussions,
- (2) your ability to show evidence of how well you have prepared for class,
- (3) your presentation of one **Digital Culture Report**:

To help illustrate our discussions with a range of global examples, you will present to the class one short Digital Culture Report related to the section of class topics assigned to you. Topic assignment and presentation requirements will follow. See class schedule for due dates.

GRADING SCALE:

A	94-100	Superior: uniformly excellent in	C+	77-79	Better than passing
---	--------	----------------------------------	----	-------	---------------------

		creativity, thoughtfulness and preparation			
A-	90-93	Excellent: very high level of creativity, thoughtfulness and preparation	C	73-76	Passing
B+	87-89	Very Good: exceeds the expected level of competence and preparation	C-	70-72	Below passing
B	83-86	Good: meets the expected level of competence and preparation	D	60-69	Unsatisfactory: fails to meet requirements
B-	80-82	Satisfactory	F	below 60	Fail: fails to engage with basic components of the assignment

NOTES ON ASSIGNMENTS:

Submission: All assignments must be submitted electronically and, if requested, in printed copy. Assignments will not be accepted by email. Correct formatting requirements apply to all assignments submitted electronically.

Citation: ALL assignments must include complete and correct references in MLA format. Any work without complete and correct references will not be graded. It is your responsibility to learn correct citational methods if they are unfamiliar. All audio/visual material that you have not produced yourself must also be correctly referenced.

Lateness: Work submitted late will be penalised by a fraction of a letter grade per day, i.e.: A becomes A-, A- becomes B+, etc. This policy is not negotiable.

Writing skills: First assignments will be monitored for writing skills, and students whose writing needs to improve will be referred to the Academic Resource Centre before the next assignments will be accepted for grading.

Plagiarism: If you are found to have plagiarized any portion of any assignment YOU WILL AUTOMATICALLY FAIL THE COURSE AND BE REPORTED TO ACADEMIC AFFAIRS FOR

POSSIBLE FURTHER SANCTION. Plagiarism includes submitting work that you did not fully author and copying or paraphrasing the work of others without citing that work. Do not copy and paste from Wikipedia, do not borrow research from other sources without citing it, and do not have somebody else write your paper for you. There is never any excuse for plagiarism.

Other

NOTES ON LEARNING TOGETHER THIS SEMESTER:

Electronic devices: You are encouraged to bring your own laptop computer to class, if possible, as we are likely to face situations in Fall 2020 where they become necessary for our class work. Earphones would also be helpful. Laptops may ONLY be used in class for class work. Please avoid using your mobile phone during class, unless it is necessary for class work.

Interaction and communication: Professional competence is one of the learning outcomes of the MAGC program, so I expect you to practise professional communication and conduct at all times. Good examples of these include being punctual, meeting deadlines, showing respect to colleagues, and communicating appropriately in person, in emails, and online.

Covid-19 provisions: Please make sure you are closely familiar with AUP's sanitary policies, which follow French government regulations. These include wearing a mask on campus at all times, including in class, and avoiding physical contact with others.