

New Media and Changing Communities

Fall 2016

Copenhagen

3 Credits

Core Class: Yes

Study Tour: Dublin

Major Disciplines: Communication. Media Studies.

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Tuesdays and Fridays, 10.05-11.25, Vestergade 10-D11



Course Description

How do new media facilitate or challenge collaboration and community building? The ambition of this course is to understand the historical and contemporary importance of media in creating communities and collaboration. We draw on European theories of communication to hone your critical media literacy and examine how both new and existing communities are imagined, constructed and represented in online media. You will also consider who may be excluded or missing from the social media landscape.

By questioning the contemporary popular notion that an increase use of the internet may decrease social contact and intimate relationships, this course takes seriously the kinds of community and collaboration that are thriving due to online culture. You will be encouraged to reflect and analyze differences in new media use between the United States and Scandinavia.

The internet gives us the opportunity to search for information and entertainment, connect with friends and distant family, engage in new communities, share data, laugh and stay curious. However, the content and actions can also challenge norms, privacy or expose experiences, behaviors and points of views we may not agree with, find disturbing or violating. Therefore, the course also sheds light on the dark side of the web.

During our week-long study tour to Dublin, we will explore how new communities form around and utilize media such as Facebook and Google. We also learn about the Irish culture and its popular manifestations today.

Learning Objectives

In this course, you will:

- 1) Trace changes in both available media and theoretical frames to understand “media”
- 2) Explore, compare, and contrast Denmark, Sweden, and Ireland as case studies for critical analysis of new media, communities and collaboration
- 3) Reflect on the relationship between new media, collaboration and community in relation to specific contexts/examples including your own experiences and hands-on activities
- 4) Demonstrate mastery of course material and reflect on how it applies to *your* lived reality

Teaching Methods

This course will be taught using a combination of methods. There is a strong emphasis on participation and class discussions and while I am responsible for the overall structure of the class, all of us will contribute to the production of knowledge. Although there are some lectures and guest lectures, the class will mainly be student driven through (small and large) group work and debates.

Your engagement with new media platforms play an important role and you are encouraged to reflect actively on the affordances/limitations of these forms of social media in relation to creating our own “community” as a class.

Overall, the aim is to create a classroom space characterized by respect and willingness to listen/consider others’ perspectives, where it is safe to explore ideas together and individually, even when they are not fully conceptualized or thought through. This requires a great amount of trust in each other and a willingness and curiosity to consider each other’s arguments.

Course Faculty: Dorte Mari Aggergaard

M.A. in Modern Culture and Communication (The University of Copenhagen), BA in Educational Studies and Art History (The University of Copenhagen, Roskilde University and University of Leeds, UK).

Dorte Mari Aggergaard has been a visiting research scholar at Brown University and her work experience include the Safer Internet Programme under the European Commission, the Media Council for Children and Young People in Denmark, The University of Copenhagen and Roskilde University, start-ups, consultant work and she is a member of an advisory board network.

Guest lectures and field studies can include:

- DR - The national Danish broadcasting company
- Design studios

- Khora Virtual Reality
- Guest speakers from Sony Mobile Communications, House of Futures, Artists & Film Directors

During core course week and our study tour to Dublin, previous visits have included:

- Digital agencies: Kontrapunkt, USTWO and Huguenot
- Media companies such as the newspapers Børsen (The Danish Financial Times) and Sydsvenkan
- Tech companies: Facebook, Google and Amazon Web Services (AWS)
- Maker spaces, media clusters and creative communities: Media Evolution City, STPLN and Bolsjefabrikken

Required Readings

Course readings are found on Canvas. Before each class, you are expected to read the texts and watch the films/videos assigned for the class.

Facebook Group

Before most classes you are required to post at least one entry to our Facebook group "CMNM FA16". Your instructor will provide you with more information. Please post relevant links, images, videos, texts, discussion questions etc.

Grading:

****To be eligible for a passing grade in this class you must complete all of the assigned work****

Participation & Engagement (20%)

Attendance is mandatory for all scheduled classes and field studies. Each unexcused absence will result in deduction of half a letter grade. ****This includes regular class sessions, evening events, and field studies, as well as guest lectures.****

Before class: You are expected to complete the required readings prior to each class as well as to engage in the Facebook group.

During class: Classes will be very hands on and you are expected to bring your talent, experience and thoughts to the table.

Late Policy: If you arrive to class 10+ minutes late, or leave before the class is ended, you will be counted as absent for that day.

There are two parts to the grade:

1. You must post to our Facebook group in accordance with your instructor's requirements. This could be a question, a response to a discussion, link to an article including an entry, video, images, notes from field studies, sharing ideas and topics in relation to the readings or other resources on the theme of the course. The aim is for this to be a quick and easy way for us to build a class resource for sharing information and inspiring one another. Prior

Final Syllabus

to most classes you have to post at least one comment and/or one question that can be discussed in class (10%).

2. Active and verbal participation in theoretically informed class discussions, activities, field studies, study tours, in-class exercises and an individual "Teach us something in 5 minutes" presentation. You will also be asked - individually or with partners in the class - to lead assigned tasks, e.g. presentations, discussions and activities, during the semester. (10%).

The Future of Media (10%) Deadline Tuesday September 13

Group presentations.

In small groups you will present:

1. Your use of media including where you get your news from
2. Futures scenarios: Your take on what the future for new media and news providers could look like

Your group presentations will take place at Børsen, Denmark's Financial Times. The editorial director, Kasper Haugaard, from Børsen Online will give you feedback and give us an introduction to Børsen and their work.

Media Production (20%) Deadline Tuesday September 27

The media production is a collaborative group assignment.

- The purpose is for you to talk to Danes and get a first-hand impression of their habits and preferences. Please remember to ask "why" when they talk about their preferences, their use of online services, community involvement etc. in order to gain further knowledge and insights for instance on cultural differences between your interviewees and your lived reality.
- You will use your mobile phones as your recording device and create a small movie. The movie must be uploaded to our Facebook group. We will view and discuss the movies and your presentations in class.

There are two parts to the grade:

1. In small groups you will interview Danes about communities they are involved in and/or their use of technology and digital media such as social media, streaming services etc. Your group must edit the interviews into a short film and post it to our Facebook group (10%)
2. Group presentations: Present your film and discuss your findings. You must relate your film and findings to our course readings (10%)

"Man on the street" interviews: Usually the interviewees are shown in public places, and supposed to be giving spontaneous opinions in a chance encounter – unrehearsed persons, not selected in any way. In the U.S. broadcast journalism it is also referred to as a man on the street interview (M.O.T.S).

Compare and Contrast (20%) Deadline Friday September 30

This is an individual academic paper (3 pages i.e. 900 words)

Discuss our visits during core course week and/or your media production and relate it to readings and the concepts introduced to you in class. You must include at least 3 readings from the syllabus.

Building an Online Community (10%) Deadline Friday October 21

A group activity where you create an online community and a visual project. Your instructor will provide you with more information.

Brief: Create an experience around a community or an idea. The experience should be engaging, transformative, and aim to reach a targeted community/audience.

- To create this experience you will develop the following:
 - An idea for a community
 - Present your idea and 3 personas in class
- Your experience is assessed on the criteria of originality, technical feasibility, and anticipated community creation.

Final Paper: The Dark Side of the Web (20%) Deadline Tuesday November 15

- This is an individual academic paper (4 pages, 1200 words).
- Analyze and discuss a topic related to our focus on the Silk Road, Edward Snowden, the NSA, and if privacy matters. Be critical and relate your thesis statement and arguments to concepts we have discussed in class. Include at least three readings/videos from the syllabus.

A word about grades: I realize that grades are important to you, but try not to let your anxiety about grades deter you from taking intellectual risks and learning just for the joy of learning. I do not grade to punish or reward you just as my grade is not an indication of my evaluation of you as a person. I grade you to give you my honest assessment of your academic performance.

IMPORTANT - General Notes Regarding Assignments

Papers should be correctly formatted and referenced. At DIS, one page equals 300 words. Papers not adhering to these guidelines will result in point deductions.

You are expected to use correct citing formats (either APA or MLA) on all assignments. See <http://owl.english.purdue.edu/owl/section/2/> for guidelines concerning the two different citing formats.

Useful websites/ info:

<http://www.dis.dk/study-abroad-students/library/database/> (DIS library database of journals)

[New Media and Changing Communities](#) | DIS

Practicalities:Attendance

You are expected to attend all DIS classes when scheduled. All classes, evening events and field trips are mandatory unless marked otherwise in the course plan. If you miss multiple classes, the Director of Academic Support, and the Director of Student Affairs, will be notified and they will follow-up with you to make sure that all is well. Absences and being late for class will jeopardize your grade and your standing at DIS. Allowances will be made in cases of illness, but in the case of multiple absences you will need to provide a doctor's note.

Academic Honesty: Plagiarism and Violating the Rules of an Assignment

DIS expects that students abide by the highest standards of intellectual honesty in all academic work. DIS assumes that all students do their own work and credit all work or thought taken from others. Academic dishonesty will result in a final course grade of "F" and can result in dismissal. The students' home universities will be notified. DIS reserves the right to request that written student assignments be turned in electronic form for submission to plagiarism detection software. See the *Academic Handbook* for more information, or ask your instructor if you have questions.

Late papers

It is essential for your learning to stay on track with readings and assignments. All work must be completed in order to pass the course. All late assignments will be deducted half a letter grade for each 24 hours they are late (A paper that would receive an A if turned in on time, will receive an A- if turned in 1 day late).

Course Plan:

Schedule is subject to change if necessary, with as much notice as possible.

1. Friday, August 26 - Introduction

We will talk about the syllabus and the course. The reading present different perspectives on media. What do mean by new media? Can we even talk about “new” media? Drawing on the reading, we discuss new media vs. old media.

Required reading:

*Excerpt from Wendy Hui Kyong Chun and Thomas Keenan. New Media, Old media (2006):
“Introduction” (1-10)*

2. Tuesday, August 30 - Media & Society

Today’s readings also present different perspectives on media. Drawing on these, we will be asking: what is the relation between media and society?

Required readings:

Stuart Jeffries “Friedrich Kittler obituary” (1 page) (<http://www.theguardian.com/books/2011/oct/21/friedrich-kittler>)

*McLuhan and Kittler. Excerpts from Eugenia Siapera: Understanding New Media (2012):
“Understanding New Media” (7-11)*

*Please watch: Marshall McLuhan “The medium is the message” (15 min)
<https://www.youtube.com/watch?v=ImaH51F4HBw>*

3. Friday, September 2 - Future scenarios**Elect class reps**

What will the future look like? How will new technologies impact our lives? We discuss the readings and you will work in assigned groups on your future media assignment.

Required reading:

- “Human + Machine Map”

- Knut Lundby (2009) “‘Mediatization’ as Key” (1-18)

4. Tuesday, September 6 - Co-creation and collaboration

Our focus is on co-creation and collaboration. You work hands-on with co-creation and learn more about collaborative communities both in Denmark and on a global scale.

Readings:

- Whitepaper #1 (2009) “The 5 Guiding Principles in Co-creation” (9 pages)

- Whitepaper #4 (2012) “Getting the Best People for Co-creation” (8 pages)

- Please watch the Danish documentary *Collaboration – On the edge of a new paradigm?* (55

min.) <https://vimeo.com/119101747>

5. Friday, September 9 - Future Media Assignment presentations and feedback

I present our core course week and each group are presenting their future media presentations and you will get feedback on your presentations.

- Please notice the presentations are a rehearsal. The final presentations take place on September 13 at Børsen where the editorial director of Børsen online, Kasper Haugaard, gives you feedback.

Core Course Week, Sep 12-16

Mon-Tues: We are in Copenhagen (approx. 9.00-17.00)

Wed: Day off to prep for study tour

Thurs-Sat: Departure by bus early Thursday morning. Return to Cph Saturday evening.

6. Tuesday, September 20 - Core Course Week, ISIS & Media productions

We discuss our core course week and relate the ISIS reading to our visits. You will also work on your Media Production assignment in assigned groups (deadline Sep 27)

Readings:

- *Why ISIS is winning the social media war:*

<https://www.wired.com/2016/03/isis-winning-social-media-war-heres-beat/>

7. Friday, September 23 - The relationship between online and offline communities

What consequences do online interactions have for our offline lives? Is it possible to separate the two? How does technology influence your lived life? Are we connected but alone?

Required readings:

- Sherry Turkle (2015) Excerpt from "Reclaiming Conversation" (20 pages)

- Watch: Sherry Turkle (TedTalk) "Connected, but alone?"

https://www.ted.com/talks/sherry_turkle_alone_together

8. Tuesday, September 27 - Presentations: Media Productions

Today our focus is on your media productions

- You will showcase and discuss your Media Productions

- Please be aware you must upload your film to our facebook group before class

9. Friday, September 30 - The dark side of the Web, the darknet

We will shift our focus to the controversy of the darknet and the Silk Road

Required readings: The untold story of the Silk Road (part 1 + 2)

<http://www.wired.com/2015/04/silk-road-1/>

<http://www.wired.com/2015/05/silk-road-2/>

- Please notice the readings are long

- Please also watch: *How the mysterious darknet is going mainstream*

https://www.ted.com/talks/jamie_bartlett_how_the_mysterious_dark_net_is_going_mainstream

10. Tuesday, October 4 - Participatory summit design

Guest lecture by Eva Høeg, Senior Consultant at WorkZ

Workz is a creative change agency that helps organizations start and implement change through storytelling and involvement.

Mandatory: Wednesday, October 5, Field Study 8.30-12.30

Khora Virtual Reality <http://www.khora-vr.com>

Your instructor will provide you with more information

Virtual reality is a hot topic and today we will visit Khora Virtual Reality in Copenhagen's Meatpacking district and experience VR.

Please watch:

- *Reimagining education:* <https://www.youtube.com/watch?v=IYpovgka-9Q&ref=labster>

- *The future of news? Virtual Reality*

https://www.ted.com/talks/nonny_de_la_pena_the_future_of_news_virtual_reality

11. Friday, October 8 – Privacy vs. surveillance

We explore the question: *Does privacy matter?*

Please read and watch:

- *Excerpt of Foucault "Discipline and punish" (20 pages)*

- *TedTalk – why privacy matters:* https://www.ted.com/talks/glenn_greenwald_why_privacy_matters

Long Study Tour - Dublin

October 9 - 14

09OCT SK2537 CPH-DUB 1400-1515

14OCT SK538 DUB-CPH 1855-2205

12. Tuesday, October 18 - Class team exercise: Building an online community (Part 1)

Please bring to class an idea for an online community you would like to build

- You will collaborate in teams and develop a prototype of your community

- Your instructor will provide you with more information

- You present your community on October 21

Brief: Create an experience around a community or an idea. The experience should be engaging, transformative, and aim to reach a targeted community/audience.

To create this experience you will develop the following:

- An idea for a community
- Present your idea and 3 personas in class

Required reading:

- Tom & David Kelley. *Creative Confidence* (2013). Excerpt: "Spark - From blank page to insight" (74-94).

13. Friday, October 21 - Class team exercise: Building an online community (Part 2)

You are presenting your community and your project to the rest of the class

14. Tuesday, October 25 - Is Big Brother watching you?

Today we discuss the controversial documentaries about Edward Snowden.

Please watch:

"Citizenfour" and "Snowden's Great Escape"

15. Friday, October 28 - Battle: Snowden vs. the NSA

We build on our previous class and discussions. It is time to battle the perspectives represented by the NSA vs. Edward Snowden in order to understand their different perspectives.

Please watch:

Ted talks: Richard Ledgett (Deputy Director, NSA):

http://www.ted.com/talks/richard_ledgett_the_nsa_responds_to_edward_snowden_s_ted_talk

Edward Snowden (TedTalk) http://www.ted.com/talks/edward_snowden_here_s_how_we_take_back_the_internet

Last week tonight with John Oliver: Government surveillance

https://www.youtube.com/watch?v=XEVlyP4_11M

BREAK: Oct 29 - Nov 6

16. Tuesday, November 8 – TBA

17. Friday, November 11 - Final class

We will evaluate our core course

Final paper: Deadline Tuesday November 15.

Please upload your final paper (pdf) to Canvas