

DTEM 1402
Digital Cultures
Spring 2018
4-5:15
424 Lowenstein

Dr. Van Cleaf
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Office Hours: Mondays 1-2
(and by appointment)

Office Location:

Course description: This course examines the ways in which digital technologies influence culture as well as the ways culture influences digital technologies. We'll also consider how digital cultures challenge our ideas of what culture is. Digital cultures refer to the ways digital media and technologies support new arrangements of people, new ways to communicate, the negotiation of meaning, in both online and offline spaces. We will use investigative tools from anthropology, sociology, and communications, to study digital culture.

Objectives/Guiding Questions:

- What is the culture? What counts as digital?
- What are the digital cultures in which we participate, belong to, or avoid?
- How does offline life influence digital technology
- How does digital life influence offline life?

Readings: I will post them on fashioningsociology.com, email them to you, or Blackboard. Some have URLs listed below, please email if the links do not work.

Attendance: For the first time, I'm going to count attendance as EXTRA CREDIT instead of as part of your grade. If you miss 0 classes, you will get 8 points added to your total end of semester grade. If you miss 1 class, you'll get 6 points. If you miss 2, you'll get 4 points. Missing more three or more will get you zero extra credit points. This is the ONLY extra credit I will give!

Fordham's university-wide policy is that 4 unexcused absences results in a failing grade. It is your responsibility to get readings/assignments for missed days from other students, and you are encouraged to come to my office to discuss topics you're unclear on.

Concept-Connect (20%): Once during the semester you will have to bring in an example of an outside media supplement (an image, a campaign, a speech, video, article, hashtag trend, song...anything) that illustrates ONE concept from our scheduled reading for that day. You should spend no more than 1-2 minutes explaining the concept. You do not have to summarize the scheduled reading. In fact, if you do summarize, I will deduct points! You *do* have to show and tell us how your media object exemplifies ONE key aspect of the reading. Finally, please have ONE discussion question over the reading/your presentation for the class. You don't have to 'ask' the class, but you should be able to point out a tension or the underlying assumptions/structure of the text. We will schedule these the first week of class.

Exams: Midterm and Final (40%): Multiple choice, true false, possible short answer.

Digital Culture Project (40%): You and a partner (or two!) will work together to create some type of visual, multimedia presentation/video on a digital culture of your choosing. You'll create a 5-10 presentation/video that uses images, visuals, audio, text to create a narrative of your digital culture. You'll need to convey how, why, where your digital culture exists and the symbols, slang, communicative styles, content, etc they create or use. I also want you give attention to how the digital culture operates in the non-digital world (IRL). More info to come! For now, start thinking about online cultures that you are interested in and/or could study for a semester—you have two working papers due during the semester. You do not have to work together, although I encourage it—less work for everyone! We will work on these during class, and if you cannot figure out how to 'make' the video, I can help or point you to someone who can. You will share with the class our last few meetings. Your grade will be based on the project, your presentation and the two short papers.

GRADING SCALE:

100=A+	79-77 = C+
99-93=A	76-72 = C
92-90=A	71-70 = C-
89-87=B+	69-60 = D
86-83=B	Below 58 = F
82-80=B-	

RULES/POLICIES: No cell phones—we can do it! No laptops (unless we are scheduled to have a tech day in class). No cheating, no plagiarism. Respect each other and different opinions.

- 1. No cell phones:** Silence them, put them away. If you cannot keep your hands and eyes off, I'm open to bringing a basket in for us all to leave them during class. If you have an emergency or childcare or need your phone on your desk, please let me know before class starts. If I see you using them, I will hold up class until the phone is put away.
- 2. Laptops:** Please do not bring to class unless I ask you to for specific workshop days. Laptops, like phones, are distracting to you, to me, and to those sitting around you.
- 3. No earbuds/headphones:** Seriously, DO NOT SIT IN CLASS WITH ONE EARBUD IN. If you do this, you'll be instructed to leave immediately and I will take 10 points off your next upcoming test.
- 4. Lateness/leaving early:** If you repeatedly are late to class or leave early (more than 3 times), I will take off a point for each late/early from your final grade. Let me know before class if you need to leave early.
- 5. Final grades are FINAL:** I do not negotiate grades. Do not ask. I do not need to hear about your GPA, or what grade you *need* or *must* get. You are responsible for your grades. Regardless of what other faculty tolerate, I do not negotiate grades with students. ALL GRADES ARE FINAL. If you wish to learn more about why you earned the grade you were assigned, you must see me *in person* during my posted office hours. Do not request email explanations of your grades; I will not respond in that venue. I also do not give extra credit. If you are struggling, be sure you come see me right away. Some of you might have to prepare yourselves to come see me on a regular basis. You may also have to prepare yourself to seek additional college services, such as tutors, if your grades reflect that you are struggling. Do NOT wait until the end of the semester to tell me you have been struggling all along. By then, it is much too late in the course to remedy the situation. Nonetheless, students should remember that coming early and often for help *does not guarantee* that I will pass you. *In the final hour, you need to demonstrate proficiency in sociology, no matter how hard you*

tried. Coming to class, trying hard/studying many hours in college is a given. In the end, you must produce college-level work.

*****I reserve the right to change, delete or ADD readings to this schedule. I will always give you notice but you must come to class to stay abreast of any changes.

*****Do not be offended if I call you and do not be offended if I do not call on you! I will try to call on everyone at least once over the course of the semester so be prepared.

*****Please email me if you are having trouble with the course material in anyway.

*****Plagiarizing in anyway, shape or form will result in a zero for that assignment or test. I take this very seriously so please see me if you're nervous about properly citing your work.

Schedule:

Jan 18: Intros

Jan 22: "How Culture Works" URL: file:///Users/karavancleaf/Downloads/Schudson-how_culture_works.pdf

Culture of Digital Media

Jan 25: Cont, project workday

Jan 29: "The Californian Ideology" by Barbrook and Cameron, URL: <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.460.8355&rep=rep1&type=pdf>

Feb 1: Turner, Fred. 2018 "Don't Be Evil" URL: <https://logicmag.io/03-dont-be-evil/>
DUE: ~300 words on the digital culture you plan to study, explain why you chose this group, what it tells us about digital life and non-digital life.

Cultural influences on Digital Media

Feb 5 "A Cross Cultural Perspective on the Privacy Calculus" URL: <http://journals.sagepub.com.avoserv2.library.fordham.edu/doi/pdf/10.1177/2056305116688035>

Feb 8 "The Imagine Audience on Social Network Sites" by Litt and Hargittai 2016
URL: <http://journals.sagepub.com.avoserv2.library.fordham.edu/doi/pdf/10.1177/2056305116633482>

Digital Influences on Culture

- Feb 8: "Defining Participatory Culture" by Jenkin, Ito, & boyd. 2016.
 Feb12: cont, and Context Collapse Video in class
- Feb 15: "The new social operating system of networked individuals" by Rainie and Wellman

Finding Digital Culture

- Feb 19: NO CLASS
- Feb 22: "Digital Ethnography" by Lindgren
- Feb 26: "Mapping and Mining Digital Society" by Lindgren
- March 1 REVIEW/Catch up
- Mar 5: MIDTERM

Digital Gendered Cultures

- Mar 8: Duffy, B. E., & Hund, E. (2015). "Having it all" on social media: Entrepreneurial femininity and self-branding among fashion bloggers. *Social Media + Society*, 1(2), 1-11.
- Mar 12: Project check in
- Mar 14: Wilson and Chivers Yochim, "Pinning Happiness: Affect, Social Media and the Work of Mothers"

Race

- Mar 19: "Black Twitter? Racial Hashtags, Networks, and Contagion" by Sanjay Sharma
 URL:file:///Users/karavancleaf/Downloads/Black_Twitter_Racial_Hashtags_Networks_a.pdf)
- Apr 5: "On Thursdays we watch Scandal: Communal viewing and Black Twitter" Apryl Williams
- Apr 9: Project work-day, digital storyboarding
 See here for resource:
<http://digitalstorytelling.coe.uh.edu/page.cfm?id=23&cid=23&sublinkid=37>

DUE: ~700 words on who the people are in your digital culture (gender, racial, or other identity) How does one become a part of this online culture? What are the

norms, how are they enforced? What platforms do they use/prefer? How does the platform (twitter, instagram, etc) constrain or expand the group?

Racism

Apr 12: “Digital Orientalism: TripAdvisor and Online Travlers’ Tales” by Trevor Jameson

Apr 16: “My Journey to the Center of the Alt-Right” URL:
<http://highline.huffingtonpost.com/articles/en/alt-right/>

Apr 19: “#notracist: Exploring racism denial talk on Twitter” by Sanjay Sharma and Phillip Brooker

Social Change

Apr 23: reading TBD

Apr 26: Presentations

Apr 30: Presentations

May 3: Review

Final TBD