Description:
This week will provide an overview of the course, and start to question what networks are. From there, we can begin to think about the main form of communication that we'll address during this course: social networks.

Required Readings

Extension Readings

Lab Session
Your first lab session is designed to acquaint you with each other, the assessment of lab activities, and the webpage creation service WIX, which will be integral to our major projects. Full explanations of all lab projects and their assessments will be handed out in lab and are also found below. This lab session also gives you the opportunity to create accounts for all of the relevant software and services that we'll require, including WIX and Reddit.

Description:
This week we will begin to think about the nature of Web 2.0. We often hear the term ‘platform’ used in the context of computer software, servers, and networks. If we wish to understand Web 2.0, then we must also understand the ‘platform’.

Required Readings

Extension Readings

**Lab Session**
This lab session will be dedicated to completing assessment 1, so that you can present the material in-class next week.

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**Week Three – 12th August**
**Fordyce – Networks of power and the work of Manuel Castells**

**Description:**
This week will explore the work of Manuel Castells, and apply this work in order to discuss several case studies. Manuel Castells is a highly influential scholar within the field of communication studies. His *magnum opus*, the trilogy titled *The Information Age*, informs us of the existence and the development of the Network Society. Castells’ concepts of power are a useful schematic for understanding how power of all sorts – material, economic, political, social – is transmitted through networks.

**Required Readings**

**Extension Readings**

**Lab Session**
In this week’s lab session, you will be given a short amount of time to make any final adjustments to your first piece of assessment, and then the class will take turns demonstrating their websites.

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**Week Four – 19th August**
**Bjorn Nansen – Cultural Production**

**Description:**
Dr. Bjorn Nansen will deliver a guest lecture. This lecture will explore cultural production – how cultural forms and practices are produced, circulated and consumed – through the example of the Selfie. This discussion will be situated in reference to theorists of cultural production, notably Pierre Bourdieu, and in
relation to a contemporary visual turn in social media communication enabled and assembled through the rapid spread of camera-enabled mobile phones and the popularisation of social media platforms like Facebook, Instagram and Twitter. Exploring the Selfie as a mode of cultural production demands we analyse their importance for communication techniques and literacies, for self-expression and self-representation, for economies of attention and affect, and for distinctions between amateur and professional modes of production.

**Required Readings**


**Extension Readings**


**Lab Session**
This session will see you start on assessment 2: short-form communication. This assessment will be due at the start of your tutorial session next week. See the assessment guide at the end of this document for details.
Week Five – 29th August
Fordyce – Immaterial labour and Post-Fordism

Description:
This week will see us discussing post-Fordism, and immaterial labour. Post-Fordism is the form of organisation that many organisations and businesses take within the scope of networked societies. The nature of this system is such that it relies on a massive volume of managerial and structural labour, often referred to as ‘immaterial labour’.

Required Readings

Extension Readings

Lab Session
Assessment 2 is due at the start of class. We’ll then start working on Assessment 3: infographics.

Week Six – 2nd September
Fordyce – SNA: Social Network Analysis

Description:
Social Network Analysis (SNA) is a term used to describe the macro-scale assessment of social networks. Generally speaking, the easiest networks to analyse are those held over the internet (rather than, say, ‘real world’ business relationships or groups of friends). These networks are often visualised using SNA software. This makes the data much easier to understand, but comes with a number of problems that we will look at this week.

Required Readings
Extension Readings

Hogan, B. (Draft) Analysing Social Networks Via the Internet. 1-13

Lab Session
This lab session will see you undertaking a basic Social Network Analysis of your Facebook friends, and discussing the ethical ramifications of so-called 'big data' research.

Week Seven – 9th September - Heemsbergen

Gift Economies, Peer Production Licencing, and Production Outside of Capitalism

Required Readings


Suggested Readings


Lab Session
This week’s lab will give you a short amount of time to finish off assessment 3, before a conducting a class activity.
**Week Eight – 16th September**

**Hassan – The Network Society in Time and Space**

**Required Readings**


**Suggested Reading**


**Lab Session**

Assessment 4 – Remix. This is an in-class assessment dedicated to remixing a piece of work. This assessment is due at the end of class, so be on time!

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**Week Nine – 23rd September**

**Heemsbergen – New News & The Media Industries**

**Required Readings**


Moggridge, B. (2010). Designing media. MIT Press. Chapter 5, Pages: 413-428; Chapter 4 for inspiration for your projects as required.

**Suggested Readings**


**Lab Session**
In this lab session, you will be introduced to the final assignment, before being put into groups. The final assignment is worth 30% of your year’s marks, and will mainly be completed in class for the remainder of the year. You will be presenting your work in-class in week 12.

**Mid-Semester break!!**

**September 29th – October 3rd**

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**Week 10 – 7th October**

**Heemsbergen – Leadership and Management**

**Required Readings**


**Suggested Reading**


**Lab Session**

You are given a full lab session to work on your final project. Groups should already be formed, tasks delegated and ‘content creation’ begun...welcome back.

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**Week 11 – 14th October - Heemsbergen**

**Surveillance Online: Big Data, Big Secrets**
Required Reading


Suggested Reading


Lab Session

This is your final lab session dedicated to your group assignment. You’ll need to make sure you finish off everything as you’ll be presenting this work next week.
Required Reading

Lab Assessment Criteria

All lab assessments should be finished in class time and will be marked to those standards.

Assessment 1 (10 Marks) – WK1-WK3

Communicate one idea through the (simple) web(page).

You are required to explain and promote the practical application of concepts from the course. You must use a website as the medium of persuasion (WiX strongly recommended). Construct a website that demonstrates the application of networking to a business or network. A suggested approach would be to consider an existing organisation which could improve its online presence, and demonstrate what a website for that organization would look like. Where would you make improvements, and how would this organization better network itself? Each webpage will be ‘pitched’ to the class in a 2 minute interactive demo/presentation.

Guidelines for Marking: You will not be delivering a scripted speech, but a demonstration. The ten marks are split equally between use of the medium, knowledge expressed, and persuasiveness of the ‘pitch’. Full use of the medium (WiX) means integrating context appropriate widgets, audio-visual components, and maintaining coherent design to your message and audience (of student colleagues). Knowledge expressed is measured though your understanding of the material and degree to which you can move beyond the text to re-enforce your position. “Pitch Culture” is part of the ideological project found within evolutions of media production; a successful pitch will need to channel some of that excitement and keep the audience engaged.

Assessment 2 (4 marks) – WK4

Short-form communication

You can use any style of online short-form internet communication, such as ‘memes’, a tweet, advice animal, Caption characters, Rage comics, GIFs and so on. to:

A) Create one meme that critiques your previous presentation/webpage content on an ideological basis. If you wish, you can write out which aspect you are critiquing in 50 words or less and upload both the meme and explanation to a new ‘assessments’ page of your WiX website.

B) Create two memes that explain or critique an aspect of one of the (other) readings of the subject. Identify which reading and if you feel necessary, write out your argument, including how the meme is meant to work in 50 words or less. Upload the memes and explanation to the ‘assessments’ page of your WiX website.

A great place to make a meme is livememe.com or imgur.com/memegen/. However, remember to save/upload static copies of the JPG created. If you want more info on what an internet meme is claimed to be, what each internet meme means or how their are used ‘in-situ’ follow the links.
Guidelines for Marking: 1 point for each meme used correctly (understanding the meme logic and integrating subject relevance), 1 point for one of your memes being successful in the class activity (top 10% on tutorial reddit).

Assessment 3 (10 marks) – WK 5-6

Create an Infographic based on your readings.

The Infographic should be thought of as a visual, research-based essay. It needs to make sense of complex data and illustrate an argument through its visual components and their design. You must pick a reading from the weeks 3-6 of the subject, carry out a small amount of online in-class research to arrive at a thesis, and then assemble your argument through a specific aesthetic.

Infographics should also be thought of as art. Each ‘artwork’ requires an artist’s statement (less than 200 words) that describes the tools used to create it, explains the meaning behind the design choices, and reflects on the piece’s effectiveness in conveying its message. Students must upload both the infographic (in a high resolution JPG format, or native PDF/PPT etc.) and artist statement to the same page where their memes are.

One full lab session will be used to research and create the infographic, with an extra 20 minutes to tweak it and then share the finished products in groups the next week (in case you need a bit extra time or visual props for photos).

This doesn’t require complex art/design work. The simpler the info graphic, the better - but have fun.

Further, you do not need to be a designer, or know Photoshop, to carry out this project. Once your research, argument and very rough idea is in your head, PowerPoint or less will suffice. If you can’t draw, think about taking pictures of real-life objects for a visual metaphor before adding text.

A great free online image editor is found at pixlr.com.

Guidelines for Marking: marks are split evenly between visual impact and research analysis.

Visual impact is measured through compelling and thoughtful layout that remains true to its argument. Aim for more white space and graphics/pictures over text. Excessive quantitative data is not necessary, but might help your argument. Think about how your ‘viewer’ will perceive visual cues, think about how the signs you use attempt to signify something else as metaphors or indicators of other data.

Research analysis is measured through coherency of the visual narrative/argument and how well the data creates a convincing argument or explains a compelling issue. Note that all data sources used must be cited in the Infographic, and anyone who views it should not have to read the explanatory artist statement to understand what is going on, or where it came from.
Assessment 4 – WK 7

Remix (5 Marks)

In this class you have limited time to achieve your outcomes! You have to find any form of media content that has been released under a creative commons license, and remix it in a manner that reflects upon the capacities that creative commons has. You will receive two marks for your iteration, and three marks for a short summary of the changes you made, and why you made them (50-150 words).

2 marks for your remixed work, 3 marks for your critical commentary.

Assessment 5 (30 marks)

Create your own ‘Converged’ Media Organisation.

You will be put into a group of 4-5 people based on your chosen ‘approach’ to net communications. Each group will develop a convergence plan for either two ‘content industry’ organisations, or a plan for one organisation that should be modified to incorporate new digital production/content creation. These organisations can range from activist networks to record companies, but they must articulate a plan to create content within the networked terrain of contemporary media production.

You will express this plan in a persuasive form using a new WIX website(s) or equivalent online media. You must use a new account to produce this website. Do not delete any group member’s existing Wix account, as this includes all assessment for this student to this date.

Your plan must include:

- A full analysis of the current organizations’ business model, current challenge and opportunity. (strengths and weaknesses of its production/management model and position in today’s economy/media ecology)
- A new identity for the organisation (branding, statement of purpose, etc.)
- A new organisational/management structure (how will your organisation be lead and managed and why?)
- Production process and marketing plan for your target audience/users, i.e. a business model
- Defined application to Web 2.0 or networked communication systems.

This is your chance to engage with and/or critique the production ideology found throughout the course material, the political-economy of production, or any other approach to creating content in digitally mediated society. Your group will be given 3 Lab full sessions to create this organisation to explain the above points through web based media. All text must not exceed 1000 words; feel free to be creative.

In the final lab session each group will be required to take ten minutes to explain their project, and each student is required to speak for 2 minutes about what they’ve created.
and how it contributes to the project.

It will be very useful to create a new WiX website, under a new group login so that you can all access the project as needed. Don’t feel that WiX is the only solution you can use to create your online media organisation.

Marking Guidelines:

30 marks are assigned across the 5 requirements above. Each is measured on: professionalism of presented work, originality and feasibility of your organisation, and the extent you relate subject material into your proposed organisation.

Professionalism includes ability to use net-based media, and the tone with which information is communicated. Originality and feasibility relate to how innovative your proposal is, and whether you’ve thought through how to go about it. Relating the subject material to your organisation includes being aware of how the goals of your organisation extend or contend specific ways of approaching network communications and their production.

Your group should be able to express how you are situating the project within larger discourses and assumptions of content creation and how the chosen approach influences society.

<table>
<thead>
<tr>
<th>Matrix showing detailed marking scheme</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analysis of current industry/orgs</td>
<td>/ 6</td>
</tr>
<tr>
<td>New identity</td>
<td>/ 6</td>
</tr>
<tr>
<td>Organization/management structure</td>
<td>/ 6</td>
</tr>
<tr>
<td>Presentation skills</td>
<td>/ 6</td>
</tr>
<tr>
<td>Network utility and feasibility</td>
<td>/ 6</td>
</tr>
</tbody>
</table>

At a minimum, you need to create a WiX website to showcase the organisation your group wants to build and communicate the bullet points above in a persuasive manner for your target audience/userbase/consumers/investors. The entire ‘experience’ should not take more than 7-10 minutes for a ‘viewer’ to understand, while your copy needs to be under 1000 words total. Each group member needs to address the class during the presentation.

Each group will receive one mark, shared by all members.
Essay Assessment Criteria

Essay One – Due 22 August, 1000 words, worth 15%:

Perform an annotated bibliographic analysis of **THREE ACADEMIC READINGS** related to a single aspect of the course. This will require you to do the following:

1) Find three appropriate readings. As a guide, start with an academic reading from the course. You may be more comfortable picking a reading from weeks 1-4, but feel free to address any of the other readings as well. You can find additional readings by looking through the bibliography for the article.

2) You must produce an accurate citation for each of the readings in Harvard style. You may find online citation builders, such as the one provided by the university library, to be helpful in this regard.

3) You must then provide a summary of the reading’s claims and assess the value of these claims.

You should lay out each reading in the following manner:

**Citation.** A complete citation in Harvard style.

**Summary:** Here you will summarise the key points of the reading, noting the primary claims of the author, but not critiquing these claims.

**Critique:** Here you will take one or two points from above, and state whether or not you agree with them, and why.

You should consider the following as a guide for approaching your essay:

**Summarize:** Some annotations merely summarize the source. What are the main arguments? What is the point of this book or article? What topics are covered? If someone asked what this article/book is about, what would you say? The length of your annotations will determine how detailed your summary is.

**Assess:** After summarizing a source, it may be helpful to evaluate it. Is it a useful source? How does it compare with other sources in your bibliography? Is the information reliable? Is this source biased or objective? What is the goal of this source?

**Reflect:** Once you've summarized and assessed a source, you need to ask how it fits into your research. Was this source helpful to you? How does it help you shape your argument? How can you use this source in your research project? Has it changed how you think about your topic?

You may wish to consult with a librarian, online or in person, for help in choosing academic resources.
Essay Two – Due 26th September, 1500 words, worth 25%:

Write a research essay on one of the following questions or statements:

- To what extent would it possible for new media to critique itself from within?
- How does time influence the creation of content within networks?
- Government surveillance of the internet renders all online protest meaningless.
- What problems exist with current licensing models online? Propose a desirable form of licensing for online content.
- Social networks and the internet shrink our understanding of the world. Argue your position on this statement.
- Is there such a thing as an ‘ethical’ social network analysis?