Soc C167 – Virtual Communities and Social Media
University of California, Berkeley
Instructor: Edwin Lin, Fall 2015

Instructor: Edwin Lin   Email: edklin@gmail.com
Office Hours: 434 Barrows Hall
Tuesday 8-9:30am, 11am-2pm, 3:30-4:50pm; Thursday 8-10am
Sign-up at http://www.wejoinin.com/sheets/icwie

Overview of Course Content:

        With the explosion of virtual communities and social media, technology and its effect on society has become a daily reality, invading all areas and aspects of our social lives. This ranges from pop culture, sports, and entertainment to political participation, intimacy, and family. Everyone taking this course is likely to have some exposure to virtual communities and social media—even if one is unaware of the extent and depth of this exposure in their lives. As a result, this course is not about discovering new ideas and never-before-seen concepts, but rather providing some tools and perspectives to understand aspects of society that we are somewhat familiar with. Put another way, this course seeks to understand a growing aspect of our society through a different lens of understanding.

        Explicitly, the goals of this course are: 1) to provide a survey of subfields in social media research, 2) to expose you to what social science research looks like in these subfields, and 3) to provide a space for you to reflect and personally interact with what virtual communities and social media means in your own life.

Technology Requirement:

        The class does have an embedded requirement to be connected with technology—or rather I should say that it is assumed that you have access to and more or less regularly participate with technology. That said, I do not want this class to privilege those who have over those who have not. Please send me an email or come talk to me if you feel that you are either not technologically proficient or will have trouble using technology and social media for the class assignments.

Grade Breakdown:

Virtual Community Proposal	5%
Disconnect Paper	10%
Midterm	20%
Virtual Community Paper	25%
Final	40%

***If English is not your first language, or you have trouble writing in English, there are resources on campus to help in writing your papers. I am happy to point you to some of them, just send me an email. Also, if you are part of the **Disabled Students' Program (DSP)** and require any special accommodations, please talk to me and/or send me an email within the next

LATE ASSIGNMENTS ARE NOT ACCEPTED! The following paper assignments will all be "handed out" and completed through the bcourses website. As a result, if you miss the deadline, you will be completely unable to submit your assignment. Please be sure to turn things in on time and before the stated due date.

Disconnect Paper:
     Sometime this week (make arrangements as necessary), for 36 hours you are to disconnect completely from any form of virtual community or social media. This means no text messages, emails, Internet, chat messengers, online spaces, apps, games, etc. You will write a paper about this experience and the positive and/or negative effects of virtual communities and social media in partial response to the week's readings. See assignment on bCourses for more detailed information about this assignment.

Virtual Community Proposal + Paper (2 papers):
     During this semester, you will be asked to spend at least five weeks (five hours a week) investing and interacting with a virtual community. This can certainly be a community that you are already currently a part of, but the interaction must be distinct, involved, deliberate, and intentional. In other words, you must reach out to the community in a proactive and initiative-taking way as to incite a response and deepen your interaction with it. The proposal is a way for me to make sure you have something in mind that is appropriate for your paper and will guarantee some interesting results. In the final paper, you will be asked to reflect on this experience and relate it to readings and topics from class. See assignment on bCourses for more detailed information about this assignment.

Midterm:
     Your midterm exam will be held on Tuesday, October 13 during regular class time and in our regular class location. It will cover topics from the first six (6) weeks of class. More information to come as the semester moves along.

Final Exam:
     Your final exam will be a take-home exam. More information as the semester moves along.

Reading List and Semester Schedule

Week 1- September 1   Introduction
- Rheingold, H. (1993). A slice of life in my virtual community. In L. M. Harasim (Ed.), *Global Networks: Computers and International Communication* (pp. 37-80). Cambridge, MA: MIT Press.
- Wellman, B., & Gulia, M. (1997). Net Surfers Don't Ride Alone: Virtual Communities As Communities. *Communities and Cyberspace*, Edited by Peter Kollock and Marc Smith. New York: Routledge.
- Baym, Nancy. (2010). *Personal Connections in the Digital Age*. Cambridge, UK: Polity (pp. 1-49).

Disconnect Paper Handed Out
Virtual Community Proposal Handed Out

Week 2- September 8   Utopian Views
- Granovetter, M. S. (1973). The Strength of Weak Ties. *American Journal of Sociology*, 78(6), 1360-1380.
- Tufecki, Z. (2010). Who Acquired Friends Through Social Media and Why? "Rich Get Richer" versus "Seek and Ye Shall Find."

Disconnect Paper Due

Week 3- September 15   Dystopian Views
- McPherson, M., Smith-Lovin, L., & Brashears, M. E. (2006). Social Isolation in America: Changes in Core Discussion Networks over Two Decades. *American Sociological Review*, 71, 353-375.
- Kross, E., Verduyn, P., et. al. (2013). Facebook Use Predicts Declines in Subjective Well-Being in Young Adults. *PLoS ONE*. 8(8).
- Carr, N. (2008). Is Google Making Us Stupid? What the Internet is doing to our brains. *The Atlantic*. July/August, (http://www.theatlantic .com/magazine/archive/2008/07/is-google-making-us-stupid/306868)
- Przybylski, A., Murayama, K., DeHaan, C., Gladwell, V. (2013). Motivational, emotional, and behavioral correlates of fear of missing out. *Computers in Human Behavior*. 29. 1841-1848.

Virtual Community Proposal Due
Virtual Community Paper Handed Out

Week 4- September 22   Globalization, Culture, and Technology
-   Ali, Amir Hatem. (2011). The Power of Social Media in Developing
    Nations: New Tools for Closing the Global Digital Divide and
    Beyond. *Harvard Human Rights Journal*. 24: 185-219.
-   Pick, James B. and Avijit Sarkar. (2015). "Chapter 3: The Global
    Digital Divide," in *The Global Digital Divides: Explaining Changes*.
    New York: Springer, pp. 83-111.

Week 5- September 29   Social Capital and Social Networking Sites
-   Putnam, R. (1995). Bowling Alone: America's Declining Social
    Capital. *Journal of Democracy*. 6(1): 65-78.
-   Steinfield, C., Ellison, N. B, and Lampe, C. (2008). Social Capital,
    self-esteem, and use of online social network sites: a longitudinal
    analysis. *Journal of Applied Developmental Psychology* 29: 434-445.
-   Hampton, K. N. and Wellman, B. (2003). Neighboring in Netville:
    How the Internet Supports Community and Social Capital in a Wired
    Suburb. *City and Community*. 2(4): 277-311.

Week 6- October 6   Mobile Life in Offline Spaces
-   Humphreys, L. (2005). Cellphones in public: social interactions in a
    wireless era. *New Media & Society,* 7(6), 810-833.
-   Hampton, K. N., Livio, O.. and Goulet, L. S. (2010). The Social Life
    of Wireless Urban Spaces: Internet Use, Social Networks, and the
    Public Realm. *Journal of Communication*, 60(4): 701-722.
-   Shklovski, Irina and Adriana de Souza e Silva. (2013). An Urban
    Encounter. *Information, Communication & Society* 16: 340-361.

Week 7- October 13   **Midterm Exam**

Week 8- October 20   Privacy, Hacking, and Virtual Crimes
-   Pinguelo, Fernando and Bradford W. Muller. (2011). "Virtual
    Crimes, Real Damages: A Primer on Cybercrimes in the United
    States and Effort to Combat Cybercriminals." *Virginia Journal of
    Law and Technology*. 16(1): pp.117-139, 188.
-   Debatin, Bernhard et. al. (2009). "Facebook and Online Privacy:
    Attitudes, Behaviors, and Unintended Consequences." *Journal of
    Computer-Mediated Communication*. 15: 83-108.
-   Anderson, Catherine L. and Ritu Agarwal. (2010) "Practicing Safe
    Computing: A Multimethod Empirical Examination of Home
    Computer User Security Behavioral Intentions." *MIS Quarterly*.
    34(3): 613-643.

Week 9- October 27   Dating and Intimacy Online
- Cacioppo, John T, Stephanie Cacioppo, Gian C Gonzaga, Elizabeth L Ogburn, and Tyler J Van der Weele. (2013). Martial Satisfaction and Break-Ups Differ Across On-Line and Off-Line Meeting Venues. *Proceedings of the National Academy of Sciences*.
- Ellison, N., Heino, R., and Gibbs, J. (2006). Managing Impressions Online: Self-Presentation Processes in the Online Dating Environment. *Journal of Computer-Mediated Communication*. 11: 415-441.
- Scissors, L., Roloff, M., Gergle, D. (2014) Room for Interpretation: The Role of Self-Esteem and CMC in Romantic Couple Conflict. Northwestern University

Week 10- November 3   Family, Youth, and Children
- Kuss, Daria J., Antonius K. van Rooij, Gillian W. Shorter, Mark D. Griffiths, and D. van de Mheen. (2013). Internet Addiction in Adolescents: Prevalence and Risk Factors. *Computers in Human Behavior*. 29: 1987-1996.
- Marwick, A. and Boyd, D. (2011). The drama! Teen conflict, gossip, and bullying in networked publics. *A Decade in Internet Time: Symposium on the Dynamics of the Internet and Society.*
- Draper, N. R. A. (2012). Is your teen at risk? Discourses of adolescent sexting in United States television news. *Journal of Children and Media*. 6(2): 221-236.

Week 11- November 10   Revolutions, Movements, and Political Influence
- Gladwell, Malcolm (2010, October 4). Small Change: Why the Revolution Will Not be Tweeted. *The New Yorker*.
- Tufekci, Zeynep and Christopher Wilson. (2012). Social Media and the Decision to Participate in Political Protest: Observations from Tahrir Square. *Journal of Communication*. 62: 363-379.
- Kim, Yonghwan, Hsuan-Ting Chen, and Homero Gil de Zuniga. (2013). Stumbling Upon News on the Internet: Effects of Incidental News Exposure and Relative Entertainment Use on Political Engagement. *Computers in Human Behavior*. 29: 2607-2614.
- Hargittai, Eszter and Aaron Shaw (2013). Digitally Savvy Citizenship: The Role of Internet Skills and Engagement in Young Adults' Political Participation around the 2008 Presidential Election. *Journal of Broadcasting & Electronic Media*. 57: 115-134.

Week 12- November 17   Esports
- Anderson, C., and Dill, K. (2000). Video Games and Aggressive Thoughts, Feelings and Behavior in the Laboratory and in Life. *Journal of Personality and Social Psychology*, 78(4): 772-790.
- Steinkuehler & Williams (2006). Where Everybody Knows Your (Screen) Name: Online Games as "Third Places".
- Shaw, A. (2012). Talking to gaymers: Questioning identity, community, and media representation. *Westminster Papers in Communication and Culture.*
- Golub, A. and Lingley, K. (2008). "Just Like the Qing Empire" Internet Addiction, MMOGs, and Moral Crisis in Contemporary China. *Games and Culture*. 3(1): 59-75.

Week 13- November 24   Education
- Bonk, Curtis J. (2006). The Future of Online Teaching and Learning in Higher Education: The Survey Says… *Educause Quarterly*. 4: 22-30.
- Williams, J. and Jacobs, J. (2004). Exploring the use of blogs as learning spaces in the higher education sector. *Australasian Journal of Education*. 20(2): 232-247.
- Daniel, John. (2012). Making Sense of MOOCs: Musings in a Maze of Myth, Paradox, and Possibility. *Journal of Interactive Media in Education.* 2012(3): 18.
- Roehl, A., Reddy, S. L., and Shannon, G. J. (2013). The Flipped Classroom: An Opportunity to Engage Millennial Students Through Active Learning Strategies. *Journal of Family & Consumer Sciences*. 105(2): 44-49.

Week 14- December 1   Final Review and Evaluations

Virtual Community Paper due December 1

Final Exam due Friday, December 18 submitted via bCourses!