Add Course Request

Submitted on: 2012-12-03 15:41:26

1. **COURSE SUBJECT**	DMD
2. **COURSE NUMBER** (OR PROPOSED NUMBER)	2010
3. **COURSE TITLE**	Digital Anthropology
4. **INITIATING DEPARTMENT or UNIT**	Digital Media & Design
5. **NAME OF SUBMITTER**	Eva Gorbants
6. **PHONE of SUBMITTER**	Phone: +1 860 486 3016
7. **EMAIL of SUBMITTER**	Email: eva.gorbants@uconn.edu
8. **CONTACT PERSON**	Tim Hunter
9.**UNIT NUMBER of CONTACT PERSON** (U-BOX)	1041
10. **PHONE of contact person**	Phone: 6-2281/6-6765
11. **EMAIL of of contact person**	Email: tim.hunter@uconn.edu
12. Departmental Approval Date	11/05/2012
13. School/College Approval Date	12/03/2012
14. Names and Dates of additional Department and School/College approvals	
15. Proposed Implementation Date	Term: Fall, Year: 2013
16.Offered before next printed catalog is distributed?	No
17. **General Education Content Area**	
18. **General Education Skill Code (W/Q).** Any non-W section?	None
19. Terms Offered	Semester: Fall Spring Year: Every_Year
20. Sections	Sections Taught: 1-2
21. Student Number	Students/Sections: 16/section
22. Clarification: 1-2 sections offered per semester with a maximum enrollment of 16 students each	
23. **Number of Credits**	03 if VAR Min: Max: credits each term
24. **INSTRUCTIONAL PATTERN** two 90 minute classes each week	
25. Will this course be taught in a language other than	No

English?	If yes, then name the language:
26. Please list any prerequisites, recommended preparation or suggested preparation: Pre-requisite: DMD 1000	
27. Is Instructor, Dept. Head or Unit **Consent Required**?	No
28. Permissions and Exclusions: Students should take this course in the their 3rd semester term	
29. Is this course **repeatable for credit**?	No If yes, total credits allowed: Allow multiple enrollments in same term?
30. **Grading Basis**	Graded
31. If satisfactory/unsatisfactory grading is proposed, please provide **rationale**:	
32. Will the course or any sections of the course be taught as Honors? AsHonors	
33. Additional Details:	
34. Special Attributes:	

35. **REGIONAL CAMPUS AVAILABILITY**:
The Storrs campus currently has the digital media faculty and studio/lab facilities available to offer the course. Expansion to Stamford is possible.

36. PROVIDE THE PROPOSED TITLE AND COMPLETE CATALOG COPY:

2010. Digital Anthropology
Three credits. Two 1 and1/2 hour classes per week. Prerequisite: DMD1000.
This course examines the development and use of digital media and technology in social and cultural contexts. Digital technology is treated as a cultural construct, the characteristics and impact of which are analyzed through social science theories of the interplay between technology and society.

37. **RATIONALE** FOR ACTION REQUESTED

Today's student needs to become proficient with digital technologies as research and communication tools. Anthropology and ethnographic research is fundamental to understanding the local and global consequences of these innovations, and to create theories that help acknowledge, understand and engage with them.
This course is also central to the curriculum of the new Department of Digital Media and Design and essential to creating the major and minor in this field

why the course is appropriate for the 1000 or 2000 level
This course is a necessary addition to the curriculum at the 2000 level in order to ensure that students progressing into upper level advanced courses have a clear understanding of the consequences of digital culture through the ethnographic study of its social and regional impact and issues of the digital divide.

justification for enrollment restrictions

The enrollment CAP of 16 is based on available studio/lab space

effect on other departments
Within the School of Fine Arts this course may provide departments, particularly Art & Art History, the future option to cross-list a foundation level course that is necessary for modern visual literacy. While this 2000 level course currently is intended for majors in Digital Media and Design curriculum, in the future it may be made available to a larger number of students from across the university.

amount of overlap with existing courses None

effects on the regional campuses
Currently not offered at the regional campuses. Expansion to the Stamford Campus is planned for the near future.

38. **SYLLABUS:**

Online URL: (https://web2.uconn.edu/senateform/request/course_uploads/evg02003-1354310888-Syllabus DMD 2010 Digital Anthropology.docx)

39. **Course Information: ALL General Education courses, including W and Q courses, MUST answer this question**

40. **Goals of General Education: All Courses Proposed for a Gen Ed Content Area MUST answer this question**

41. **Content Area and/or Competency Criteria: ALL General Education courses, including W and Q courses, MUST answer this question.:** Specific Criteria

  a. **Arts and Humanities:**
  b. **Social Sciences:**
  c. **Science and Technology:**
     i. **Laboratory:**
  d. **Diversity and Multiculturalism:**
     43. **International:**
  e. **Q course:**
  f. **W course:**

42. **RESOURCES:**

Does the department/school/program currently have resources to offer the course as proposed YES
If NO, please explain why and what resources are required to offer the course.

43. **SUPPLEMENTARY INFORMATION**:

ADMIN COMMENT:

DMD 2010
DIGITAL ANTHROPOLOGY
Course Description
October 2012
Edvin Yegir

Digital Media & Design Department / Schools of Business and Fine Arts
University of Connecticut

COURSE DESCRIPTION
Digital media and culture are distinguished by a dynamic interplay between technology and society. The emergence of information and communication technology has created new premises for social life, characterized by interactivity, communication, networks and translocality. In most current societies digital technology and media have become an integral part of daily life. This course examines the development and use of digital media and technology in different social and cultural contexts. Digital technology is treated as a cultural construct, the characteristics and impact of which are analyzed through social science theories of the interplay between technology and society. Ethnographies of digital media used in different parts of the world and in different digital environments will be used to examine issues such as culture, identity and social networks.

COURSE OBJECTIVE
Gain familiarity with the concepts and methods that anthropologists use to study media particularly the adaptation of ethnographic techniques for the study of digital media. Students will learn how anthropology explores culture in digital platforms as well as how different cultures adopt new digital technologies. Students will be able to critically engage with their own use of digital media as well as to understand its implications for larger society. Students will learn to find and critically analyze blogs and YouTube posts that apply to the course as well as add their own perspectives to the 'digital cloud.'

COURSE THEMES

- **Definition of digital culture**
- **Cyber culture: myths and dreams**
- **Mobile society & net society**
- **The digital life**
- **Co-creative nature of network culture**
- **Identity and embodiment on the net**
- **Online communities, social life and social cohesion,**
- **Virtual worlds and gaming**
- **News and information**
- **Politics of engagement and protest**
- **Online adolescence**
- **Public life – citizenship and negotiation on the net**

- **Cultural remix**
- **Digital property and ownership**
- **Demographic factors and net**
- **Technology and knowledge**

COURSE BOOKS + ESSAYS

Castells, Manuel. 2011. *The Rise of the Network Society.*
Wiley & Sons.

Castronova, Edward. 2005. Synthetic Worlds: *The Business and Culture of Online Games.*
University of Chicago Press.

Miller, Daniel ed. 2012. *Digital Anthropology.*
London: Berg Press.

Nakamura, Lisa. 2002. *Cybertypes: Race, Ethnicity, and Identity on the Internet.*
Routledge.

Essays:
AoIR ethics working committee, "Ethical decision-making and Internet research"
Baudrillard, "The Ecstasy of Communication"
Baym, "Finding the Quality in Qualitative Research"
Benkler, selection from the Wealth of Networks
Boellstorff, "Personhood"
Bogost and Frasca, "Video Games go to Washington"
Booth, "From Topics to Questions" and "From Questions to Problems"
Boyd & Hargittai, "Facebook privacy settings: Who cares?"
Burgess and Green, "Agency and Controversy in the YouTube Community"
Castells et. al., "Communication and Mobility in Everyday Life"
Chen, "Communication, Coordination, and Camaraderie in World of Warcraft"
Coleman, et. al., "Public Life and the Internet"
Dahlgren, "Internet and Civic Potential"
Dahlgren, "Online Practices and Civic Cultures"
Donath & boyd, "Public Displays of Connection"
Erdur-Baker, "Cyberbullying and its Correlation to Traditional Bullying"
Escobar, "Welcome to Cyberia, Notes on the Anthropology of Cyberculture"
Hallahan, "Responsible Online Communication"
Hier, "Transformative Democracy in the Age of Second Modernity"
Hine, "How Can Qualitative Internet Researchers Define the Boundaries of Their Projects?"
Jans, et.al. "Playing the Sims2"
Gentikow, "The Role of Media in Developing Literacies and Cultural Techniques"
Gerhards and Schäfer, "Is the Internet a Better Public Sphere?"
Goggin, "On Mobile Photography"
Jenkins, "Interactive Audiences?"
Kostakis, "Identifying and Understanding the Problems of Wikipedia's Peer Governance"

Lüders, "Conceptualising Personal Media"
Magnet, "Feminist Sexualities, Race and the Internet"
Nardi, "My Life as a Night Elf Priest" excerpt
Nardi, Schiano, Grumbrecht, "Blogging as Social Activity"
Pearce, "Communities and Cultures of Play"
Potts, et. al. "Consumer co-creation and situated creativity"
Scoble and Israel "Thorns in the Roses" and "Doing it Wrong"
Steiner, "A Manifesto for a Genderless Feminist Critique"
Terranova, "Free labor"
Thomas, "The Technophilic Body"
Thorsen, "Journalistic Objectivity Redefined? Wikinews and the Neutral Point of View,"
Thurman, "Forums for Citizen Journalists?"
Trippi, "The Open Source Campaign"
Turkle, "Aspects of the Self"
Walker Rettberg, "Blogging Brands"
Woolgar, "Mobile Back to Front"

COURSE SCHEDULE / 14 WEEK SAMPLE SCHEDULE

Week 01 – Introduction to Digital Media and Culture

Week 02 – Writing, Methods, & Ethics
   •   Booth, "From Topics to Questions" and "From Questions to Problems"
   •   Baym, "Finding the Quality in Qualitative Research"
   •   Hine, "How Can Qualitative Internet Researchers Define the Boundaries of Their Projects?"
   •   AoIR ethics working committee, "Ethical decision-making and Internet research"

Week 03 – Public/Private – Negotiating the Online World
   •   Boyd & Hargittai, "Facebook privacy settings: Who cares?"
   •   Baudrillard, "The Ecstasy of Communication"
   •   Nardi, Schiano, Grumbrecht, "Blogging as Social Activity"
   •   Donath & Boyd, "Public Displays of Connection"

Week 04 – Virtual Communities Online
   •   Pearce, "Communities and Cultures of Play"
   •   Lüders, "Conceptualizing Personal Media"
   •   Erdur-Baker, "Cyberbullying and its Correlation to Traditional Bullying"

Week 05 – Collaborative Culture
   •   Burgess and Green, "Agency and Controversy in the YouTube Community"
   •   Jenkins, "Interactive Audiences?"
   •   Potts, et. al. "Consumer co-creation and situated creativity"

Week 06 – Blogging
   •   Hallahan, "Responsible Online Communication"
   •   Walker Rettberg, "Blogging Brands"
   •   Scoble and Israel "Thorns in the Roses" and "Doing it Wrong"

Week 07 – Gender Netereality

- Jans, et.al. "Playing the Sims2"
- Magnet, "Feminist Sexualities, Race and the Internet"
- Steiner, "A Manifesto for a Genderless Feminist Critique"

Week 08 – Collective Knowledge
- Kostakis, "Identifying and Understanding the Problems of Wikipedia's Peer Governance"
- Benkler, selection from the Wealth of Networks
- Terranova, "Free labor"

Week 09 – Cyberculture: Myths and Dreams
- Escobar, "Welcome to Cyberia, Notes on the Anthropology of Cyberculture"
- Thomas, "The Technophilic Body"

Week 10 – Virtual Worlds & Games
- Boellstorff, "Personhood"
- Turkle, "Aspects of the Self"
- Nardi, "My Life as a Night Elf Priest" excerpt
- Chen, "Communication, Coordination, and Camaraderie in World of Warcraft"

Week 11 – Net Democracy and Culture
- Trippi, "The Open Source Campaign"
- Bogost and Frasca, "Video Games go to Washington"
- Dahlgren, "Internet and Civic Potential"
- Hier, "Transformative Democracy in the Age of Second Modernity"

Week 12 – Digital Citizenry and Literacy
- Gentikow, "The Role of Media in Developing Literacies and Cultural Techniques"
- Coleman, et. al., "Public Life and the Internet"

Week 13 – Online News Dissemination
- Gerhards and Schäfer, "Is the Internet a Better Public Sphere?"
- Thurman, "Forums for Citizen Journalists?"
- Dahlgren, "Online Practices and Civic Cultures"
- Thorsen, "Journalistic Objectivity Redefined? Wikinews and the Neutral Point of View,"

Week 14 – Mobile-Network Culture
- Woolgar, "Mobile Back to Front"
- Castells et. al., "Communication and Mobility in Everyday Life"
- Goggin, "On Mobile Photography"

Etiquette
Please turn off all cellphones during class.
No texting or checking of personal email or social networks during class time.
(University policy regarding laptops, cell phones and other electronic devices as described in the Fall student handbook will be in effect.)

Participation

Participation in daily discussions is essential and required. Except for illness or sudden emergency any absence should be approved before-hand. The class meets intensively for two sessions per week and relies heavily on class participation including discussion of assigned readings and research. Each failure to adequately participate in a class discussion and/or critique will result in one-step diminution of the final grade. (i.e. a grade of "B" would become a "B-" while a B- would be lowered to a "C+.")

Evaluation

Quizzes, 10% each = 20%
Projects, 15% each = 60%
Final Exam, 20%