Course Objectives:
To develop the theoretical and methodological skills necessary for producing rigorous research on new and emerging media. To become familiar with digital media research tools and to develop a critical approach to the use and misuse of these technologies. To develop hands on experience and understanding of the current cultural changes in media production and consumption. To be able to discuss the present and somewhat predict the future of digital media.

Course Format
This course meets once a week in person but takes place constantly through the week on the class blog. Classroom time consists of weekly presentations by students on weekly reading assignments and screenings with a followup discussion on these readings and a group activity associated with the readings that will be carried out in class. Students must come up with a proposed activity for each of the readings / interventions that can be done by other students in the class.

Classes consist of both assessment of student research and discussion of the weekly readings. Assignments are given weekly and deadlines are set for both classtime and through the week (to be submitted on the blog).

Digital Media Journals
The central focus of this course will be a set of explorations into digital environments and the creation of media journals. Each topic for the journals is pursued over a three-week period. Upon completion of one topic, a new topic is selected and the cycle repeats itself. The journals will be published in the form of a collaborative blog. The blog will serve both as a research tool and as a way to document the process and results of the explorations. Discussion of research findings of the last week, engaging criticism and feedback posted on the blog by the students and the instructor. Over the course of the semester a collection of journals will accumulate based on the student work. These will remain online as public documents, accessible both to other students as well as the general public if students permit.

Class Blog Address: http://newmediaresearchstudio.blogspot.com/
Weekly themes
Each week the students will be assigned material revolving around the weekly theme. The weekly reading list consists of required and recommended items. These items will be various articles, book segments, blog posts and might also be audio and video presentations or other audiovisual content. Once through the semester each student is required to summarize the assigned reading (both required and recommended) two days in advance of class, analyze the ideas expressed and engage them through a summary blog post. All students will be required to read the summary post and comment on it towards the discussion in class lead by the assigned student.

Toolbox
Another focus of this course will be the toolbox - a growing collection of digital media tools we will examine, use and discuss in the format of a lab. Students will choose their tools based on this critical examination and will introduce new tools to the class to expand and advance our toolbox.

Course Requirements
All students are required to attend class and complete all assigned readings. Students are required to both post their own research blog posts and comment on other students work. Deadlines are rigid and posting late is not accepted.

Digital Media Journals:
Several different journals about digital media environments are required. Each is constructed of several blog posts. Each journal must include a set of blog posts aggregating and analyzing information from multiple sources and arriving at a critical conclusion. The posts may include text, audio, or visual material or reference other material on the web. Each post must be published as a blog post, and therefore will be subject to public viewing and possible response.

Discussion Format:
Due to time and attention concerns, not all journals will be discussed in class every week. Students will choose the journals they would like to discuss in class, based on the comments they have made on the blog, and so more discussion provoking blog posts will win more student attention. We will try to assess what makes a post attractive and provoking and how to improve the blogging style based on that experience.

Guide For Exploring Digital Media Environments:
Towards the end of the semester we will work collaboratively on assembling a set of rules that will define guidelines for research into Digital Media environments.

Grade Formula
Digital Media Journal #1: 10%
Digital Media Journal #2: 15%
Digital Media Journal #3: 15%
Digital Media Journal #4: 15%
Guide For Exploring Digital Media Environments: 10%
Class and Blog Participation: 25%
Reading Discussion Lead: 10%

Total: 100%
No Required Books
A required and recommended reading list will be provided for every class.

Schedule
Our schedule will be flexible and is bound to change based on the class’s activity. The following is a framework we will refer to but by no means is this the exact class schedule.

Grading Criteria For The Class
A - Excellent. Student exhibits exemplary creativity through research and critical analysis. Research and writing is lucid and engaging with zero mistakes.
B - Good. References to the course material are well-selected and topical. Critical analysis is present, but largely rehearsed from class lecture and discussion. Student’s style is clear and has very few mistakes.
C - Satisfactory. References to the course material are well-selected and topical, but student performs little or no historical or critical analysis. Problems exist in student’s work. Work consists mostly of underdeveloped ideas, off-topic sources or examples, inappropriate research, or anecdotes..
D - Unsatisfactory. Student does not engage with the material and no historical or critical analysis is present. Substantial problems exist in student’s work.
F - Fail. Student does not submit work, or work is below unsatisfactory level.
Syllabus - Weekly Schedule

Class 1 - Course Introduction: The Culture of Digital Media
September 8, 2009 3:30pm - 7pm

Content: A Guided Tour of Social Networking and the Participatory Web
Toolbox: Wordpress, Social bookmarking (delicious.com), RSS aggregators (Bloglines, etc), DIGG

Screenings / Demos:
We Feel Fine, Link: http://www.wefeelfine.org/ - DEMO
International Dance Party: http://www.vimeo.com/612449, Video
What is Hype in Silicon Alley?
Link: http://bit.ly/WLdC1
Kevin Kelly: Predicting the next 5,0000 days of the web: Link: http://bit.ly/kFk0
"The Onion: All Online Data Lost After Internet Crash": Link: http://bit.ly/eZegM

Class 2 - Continuation: The Culture of Digital Media
September 15, 2009 3:30pm - 7pm

Discussion: Journal 1: Silicon Alley, The Internet: Salvation?

Content: How does the internet work? Why is it successful?
Case study: E-mail, Blogs, Instant Messaging, Torrents
Assignment: Journal 1

Required Reading:
Michael Indergaard, "Silicon Alley: The Rise and Fall of a New Media District", Chapter 1,
The New Media People: Who Were They and Why Did The Believe?": http://bit.ly/zOeFZ
"The Frailties and Beauties of Technological Creativity", by Robert C. Post
Link: http://tinyurl.com/lgvepq
Interview with Christophe Bruno: Neural Magazine: http://bit.ly/Q0xKs

Class 3 - The Public Sphere, Blogs, Linked Information
September 22, 2009 3:30pm - 7pm

Required Viewing:

Required Reading:
Anna Notaro, The Lo(n)g Revolution: The Blogosphere as an Alternative Public Sphere?

Discussion: Journal 2
Toolbox: Blogger, Wordpress, webhosting, Technorati
Assignment: Spend a week without using Google and Facebook, write down your daily notes, thoughts on what life is like. Is it more difficult? More relaxing? Stressful?

Assignment: Journal 3.

Class 4 - Information Overload and 24/7 Access To Networked Media
September 29, 2009 3:30pm - 7pm

Required viewing / reading:
Tom Owad, Data Mining 101: Finding Subversives with Amazon Wishlist: http://bit.ly/TxZPt

Discussion: A Week without Google and Facebook, Journal-3
Case study: Google Search, Facebook, Gmail, Google Adsense, Google Adwords Happening
Assignment: Journal 4

Class 5 - Social Software, The Public and Communities
October 6, 2009 3:30pm - 7pm

Required reading / viewing for next week:
http://www.Bumplist.net - see how long you can stay on the list? write about your experiences. How does this experiment change email lists?

Recommended Reading for next week:
Clay Shirky: A Group is it’s Own Worst Enemy: http://bit.ly/3sLmGz
Discussion: Journal 4
Case study: del.icio.us, MySpace, FaceBook, Twitter
Toolbox: Open CMS Drupal, Joomla, Plone, Dorkbot
Assignment: Journal 5

Class 6 - Mashups and Their Consequences.
October 13, 2009 3:30pm - 7pm

Required Viewing:
Steal This film 2: http://bit.ly/o7d9Z

Required Reading:
Discussion: Journal 5
Toolbox: Where and how should we be hosting our videos online?
Assignment: Journal 6

Class 7 - Free Culture
October 20, 2009 3:30pm - 7pm

Suggested reading:
Required viewing:
Lawrence Lessig’s Free Culture presentation: http://bit.ly/BVgYe
Toolbox: Creative Commons
Discussion: Journal 6
Assignment: Journal 6

Class 8 - Commons Based Peer Production and Open Source
October 27, 2009 3:30pm - 7pm

Required Reading / Viewing:
Read: Excerpts from The Success of Open Source - by Steven Weber: http://bit.ly/g3MJM

Recommended Reading:

Discussion: Journal 7
Toolbox: Open Source, Linux
Assignment: Journal 7

Class 9 - Wikipedia, Wireless Space, Crowdsourcing Media
November 3, 2009 3:30pm - 7pm

Required Reading:
Crowdsourcing: A Million Heads is Better than One, Josh Catone: http://bit.ly/1a2saG
WiFi-Hog: From Reaction to Realization
Toolbox: NetStumbler, MacStumbler, EtherPeg, Carnivore

Suggested reading:
respond to one of the responses to Lanier's article in your Journal
Class 10 - The Internet of Things / Locative and Physical Media
November 10, 2009 3:30pm - 7pm

Suggested Reading:
Dan Hill, The Street As A Platform

Required Reading:
"A Manifesto for Networked Objects: Why Things Matter",
Michael Hohl, "Calm Technologies 2.0: Visualising Social Data as an Experience in Physical Space",
Brian Holmes - Drifting Through the Grid:Psychogeography and Imperial: http://bit.ly/KOeik

Required Viewing: Bruce Sterling’s presentation in the Innovation Forum:
http://vimeo.com/769193

Case study: Smart phones, RFID, GPS, Metrocard, iPhone

Discussion: Journal 10
Assignment: Journal 11

Class 11 - Representation, Simulation, Fun
November 17, 2009 3:30pm - 7pm

Book Excerpt: “A Theory of Fun for Game Design” - What Games Aren’t / Raph Koster


Discussion: Journal 11
Assignment: Journal-12

Play Research

Class 12 - Network Theory
November 24, 2009 3:30pm - 7pm

Networks - The Science-Spanning Disciplines / Anna Nagurney

Audio of her talk: http://bit.ly/oTW7o

Slides of her talk (follow these while listening): http://bit.ly/b71Hs

Required Reading:
We Are Tired of Trees: Rhizome.org: http://bit.ly/binAM

Discussion: Journal-12

Toolbox: Napster, Bittorrent, Azureus, Transmission

Assignment: Guide For Exploring Digital Media Environments
Class 13 - Biomedia
December 1, 2009 3:30pm - 7pm

Required Reading/Viewing:
Excerpt from Biomedia "DATA Made Flesh": http://bit.ly/KN6Im
Decoding the Future with Genomics / Juan Enriquez. link: http://bit.ly/1HEKsJ
Discussion: Guide For Exploring Digital Media Environments
Assignment: Guide For Exploring Digital Media Environments

Class 14 - The Digital Divide and the Post-national Web
December 8, 2009 3:30pm - 7pm

Required Listening/Reading:
Give me rice, but give me a laptop too / Bill Thompson: http://bit.ly/wDYCk
Frost, Catherine. Internet Galaxy Meets Postnational Constellation: Prospects for Political Solidarity After the Internet, PDF Link: http://tinyurl.com/mvzyj3
Discussion: Guide For Exploring Digital Media Environments / final conclusions
Case study: Savetheinternet.com, OLPC, Global Voices Online