

## **Digital Culture/Clutter: Life and Death on the Net** **Syllabus**

**Facebook:** <https://www.facebook.com/DgtlCltrCltr/>

**Twitter :** [twitter.com/CltrCltr](https://twitter.com/CltrCltr)

**Course Website:** <http://CltrCltr.net/>

### **Introduction**

This course is a mélange of ideas about the digital world.

This is an introductory survey course. No previous knowledge is required.

However, life in the 21st century is assumed.

### **What you will learn**

Master the concepts underlying digital and networked realities. Gain familiarity with leading thinkers and their thoughts in the field. Use digital and collaborative tools in this quest. Create collaborative concept maps of the information age. Reevaluate your judgements of whether and how much Privacy, Center, Distance, Time, the Book, the Classroom and Death itself are dying.

Is the Net fulfilling its promise?

### **Instructors:**

**Prof. Sheizaf Rafaeli and Dr. Romi Mikulinsky**

### **Course team:**

**Dr. Carmel Kent, Dr. Adi Libsker Hazut, Dr. Alma Mikulinsky,  
Tal Elkrief, Dina Rastrepin, Zlil Ribak, Nir Singer, Clareta Treger,**

**Start Date:** October 25, 2017

**Verified Upgrade Deadline:** December 1, 2017

**End Date:** January 17, 2018

**Certificate Date:** March 1, 2018.

### **Topics (weeks)**

1. [Privacy](#)
2. [Center, Time and Distance](#)
3. [Conversation](#)
4. [Classroom](#)
5. [Tangibility and Books](#)
6. [Choice \(Truth\)](#)
7. [Promise](#)
8. (CCM) Collaborative Concept Mapping ( creation/ranking questions on Ligilo )
9. CCM
10. CCM

11. [Death and Memory](#)
12. *Final Exam*

## Assessment

Students will be assigned to cohorts of 50-80 participants each. Collaboration activities and assessment will be within the cohorts. Students enrolled for credit are expected to watch the recorded lectures, read/listen/watch the assigned materials, complete two midterm quizzes, write one final examination (all multiple choice), and submit weekly contributions to online arenas shared by their cohort. The weekly assignments comprise the creation of test / knowledge items, response to items created by peers, and participation in the creation and construction of a collaborative, semantic concept map.

Grade breakdown:

- **30% (15 + 15):** 2 midterm short, interactive, internal quizzes (weeks 3, 6)
- **20%:** Assignments based on collective discussion, throughout the course (weekly, starting from week 2)
- **20%:** Students contribute questions of their own and answer/rank/tag questions created by their peers
- **30%:** Comprehensive summary examination (week 12)

## Week 1: Death of Privacy?

Explanation of the Ligilo (*Collaborative Concept Mapping*) assignment

- Frontiers of privacy: legislation, litigation, government, business
- Privacy as a contextual concept
- Legal and normative changes in the concept of privacy
- Privacy / transparency , Privacy / intimacy
- “Right to be forgotten”

## Key thinkers:

danah boyd, Scott McNealy, Evgeny Morozov, Helen Nissenbaum, Bruce Schneier

## Key terms:

The Right to be Forgotten, Platform for Privacy Preferences, Cookies, Access Logs, IoT, Encryption

## Required Reading/Viewing:

1. Mayer-Schönberger, V. (2011). *Delete: The virtue of forgetting in the digital age*. Princeton University Press.
2. Greenwald, G. (2014, October). Glenn Greenwald: Why Privacy Matters [Video File]. Retrieved from [https://www.ted.com/talks/glenn\\_greenwald\\_why\\_privacy\\_matters](https://www.ted.com/talks/glenn_greenwald_why_privacy_matters)
3. Ferenstein, G. (2015) The Birth And Death Of Privacy: 3,000 Years of History Told Through 46 Images. Medium. Retrieved from <https://medium.com/the-ferenstein-wire/the-birth-and-death-of-privacy-3-000-years-of-history-in-50-images-614c26059e>

## Additional Reading. Viewing:

Boyd, D. (2014). *The social lives of networked teens*. UK: Yale University Press.

Schneier, B. (2015). *Data and Goliath: The hidden battles to collect your data and control your world*. WW Norton & Company.

Davenport, T. H., & Beck, J. C. (2013). *The attention economy: Understanding the new currency of business*. Harvard Business Press.

Nissenbaum, H. (2009). *Privacy in context: Technology, policy, and the integrity of social life*. Stanford University Press.

Nissenbaum, H. (2014). *Privacy as contextual integrity*. Yale University Press.

### **Week 2: Death of Center, Time and Distance?**

- In a centerless world, how is order maintained?
- How did a military-academic invention rise against its creators?
- Smart cities
- Synchronicity and asynchronicity?
- The slow-internet and the “Long Now”
- Life Loggers and the Quantified Self – new narcissism?

### **Key thinkers:**

Tim Berners-Lee, Vannevar Bush, Cesar Hidalgo, Lawrence Lessig, Ted Nelson, Eric Raymond, Clay Shirky, David Weinberger, Jonathan Zittrain, Chris Anderson, Marshall McLuhan, Ray Oldenburg, Barry Wellman, Frances Cairncross, Aharon Kellerman, John Kelly, Lee Rainie, Judy Wajcman, Gina Neff

### **Key terms:**

Memex, Route Switching, Packet Switching, New Economy, Net Neutrality, Code, Cathedral and Bazaar, Linearity, Hypertext, Disintermediation, Reintermediation, Cloud, Peer-to-peer, Wisdom of Crowds, Crowdsourcing, Cyber-Space, Coworking, Sharing Economy, Information and communication technologies (ICT), Globalization, Glocalization, VOIP

### **Required Reading/ Viewing:**

1. [magikmaker]. (August, 2010). Warriors of the net [Video File]. Retrieved from: <https://www.youtube.com/watch?v=RhvKm0RdUY0>
2. [Manel Queralt]. (March 2016). Time in the digital age [video file]. Retrieved from: <https://www.youtube.com/watch?v=WOcU3PSigzQ>
3. Raymond, E. (2008). *The Cathedral and the Bazaar*, US: O'Reilly Media, Inc.
4. Friedman, T. (2005). *The World Is Flat*. First Chapter. *The World Is Flat: A Brief History of the Twenty-first Century*. New York Times. <http://www.nytimes.com/2005/05/01/books/chapters/the-world-is-flat.html>
5. Shirky C. (July, 2005). Clay Shirky: Institutions Vs. Collaboration. [Video File]. Retrieved from [https://www.ted.com/talks/clay\\_shirky\\_on\\_institutions\\_versus\\_collaboration](https://www.ted.com/talks/clay_shirky_on_institutions_versus_collaboration)

### **Additional Reading/ Viewing:**

6. Vannevar, B. (1945) *As We May Think*. Atlantic Monthly. <http://www.theatlantic.com/magazine/archive/1945/07/as-we-may-think/303881/>

7. Shirky, C. (2008). *Here Comes Everybody: The Power of Organizing Without Organizations*. Penguin.
8. Hidalgo, C. (2015) *Why Information Grows: The Evolution of Order from Atoms to Economies*, Penguin Random House .
9. [The RSA]. (July 2015). César Hidalgo on Why Information Grows [Video File]. Retrieved From: [https://www.youtube.com/watch?v=9cXe8w62\\_ow](https://www.youtube.com/watch?v=9cXe8w62_ow)
10. Weinberger, D. (2007) *Everything Is Miscellaneous: The Power of the New Digital Disorder*. US: Henry Holt and Company.
11. Zittrain, J. (2008). *The Future of the Internet and How to Stop it*, Yale University Press & Penguin UK.
12. Cairncross, F. (2001). *The death of distance: How the communications revolution is changing our lives*. Harvard Business Press.
13. Oldenburg, R. (1989). *The Great Good Place: Cafes, Coffee Shops, Community Centers, Beauty Parlors, General Stores, Bars, Hangouts, and How They Get You Through the Day*. New York: Paragon House.
14. Information Geographies at the OII <http://geography.oii.ox.ac.uk/?page=home>
15. Tranos, E., & Nijkamp, P. (2013). The death of distance revisited: Cyber-place, physical and relational proximities. *Journal of Regional Science*.
16. Townsend, A. M. (2013). *Smart cities: Big data, civic hackers, and the quest for a new utopia*. WW Norton & Company.
17. Net Neutrality "Save the Internet" <https://www.savetheinternet.com/sti-home>

### **Week 3: Death of Conversation?**

- What new kinds of discourse and conversation were created? Preaching, consulting, sharing and multi-channel, multi-temporal, simultaneous, durational...
- "Better a near neighbor than a distant brother"?
- Formats and platforms of conversation?
- Similarities and differences between conversing and listening: how has the online world affected them?
- Shame in the online world: with selfies, should we ever feel embarrassed?
- How to measure silence?

### **Key thinkers:**

Sherry Turkle, Robert Putnam, Susan Herring, Deborah Tannen, Limor Shifman, Robin Dunbar

### **Key terms:**

Interactivity, synchronicity, asynchronicity. Persistent conversation, Filter Bubbles, Introversion, trolling, Parasocial Interaction, memes

### **Required Reading/ Viewing:**

1. Henry Jenkins interview with Limor Shifman <http://henryjenkins.org/2014/02/a-meme-is-a-terrible-thing-to-waste-an-interview-with-limor-shifman-part-one.html>
2. [pocketofjakes]. (July 2016). Online now [Video File]. Retrieved from: <https://youtu.be/whA6K1qvW2Q>
3. Speaking in Whistles: The Whistled Language of Oaxaca, Mexico [http://www.openculture.com/2013/03/speaking\\_in\\_whistles\\_the\\_whistled\\_language\\_of\\_oaxaca\\_mexico.html](http://www.openculture.com/2013/03/speaking_in_whistles_the_whistled_language_of_oaxaca_mexico.html)

[FORA.tv]. (March 2016).

4. Dunbar's Number: Why We Can't Have More Than 150 Friends [Video File]. Retrieved from: <https://www.youtube.com/watch?v=ppLFce5uZ3I>
5. Turkle S. (February 2012). Sherry Turkle: Connected but Alone [video file]. Retrieved from: [https://www.ted.com/talks/sherry\\_turkle\\_alone\\_together](https://www.ted.com/talks/sherry_turkle_alone_together)

#### Key texts:

6. Putnam, R. (2001). *Bowling Alone: The Collapse and Revival of American Community*. Simon and Schuster.
7. *Network and Netplay (1998)*. In Sudweeks F., McLaughlin M. and Rafaeli S. (Eds.),. Massachusetts/London: AAI Press/ the MIT Press.
8. Pariser, E. (2011). *The Filter Bubble: What the Internet is Hiding From You*. Penguin.
9. Nahon, K., & Hemsley, J. (2013). *Going viral*. Polity.
10. Solove, D. (2007). *The future of reputation: Gossip, rumor, and privacy on the Internet*. Yale University Press.
11. Shifman, L. (2013). *Memes in digital culture*. US: MIT Press.
12. Turkle, S. (2012). *Alone together: Why we expect more from technology and less from each other*. US: Basic books.
13. Herring, S. Computer Mediated Discourse <http://odur.let.rug.nl/redeker/herring.pdf>
14. Newhagen, J., & Rafaeli, S. (1996). Why communication researchers should study the Internet: A dialogue. *Journal of communication*, 46(1), 4-13.

#### **\*\*Mid-term quiz\*\***

#### **Week 4: Death of Classroom?**

- Digital natives and immigrants
- Generations as identity components (Baby Boomers, Generation X/Y, Millennials)
- The “flipped classroom”
- Moocs

#### **Key thinkers:**

Nicholas Negroponte, Pamela McCorduck, Chris Anderson, Marc Prensky, danah boyd, Sherry Turkle, Clayton Christensen, Sugata Mitra

#### **Key terms:**

Being Digital, Makers, Disrupting Education, Hole in the Wall

#### **Required Reading/ Viewing**

1. Sugata M. (February 2007). Mitra Sugata: Build a School in the Cloud [Video File]. Retrieved from: [https://www.ted.com/talks/sugata\\_mitra\\_build\\_a\\_school\\_in\\_the\\_cloud#t-730948](https://www.ted.com/talks/sugata_mitra_build_a_school_in_the_cloud#t-730948)
2. Prince EA, “I Just Sued the School System” <https://www.youtube.com/watch?v=dgTTojTija8>
3. Robinson K. (February 2006). Sir Ken Robinson: Do Schools Kill Creativity [Video File]. Retrieved from: [https://www.ted.com/talks/ken\\_robinson\\_says\\_schools\\_kill\\_creativity](https://www.ted.com/talks/ken_robinson_says_schools_kill_creativity)

- Masnack, Mike, (2010). "Is The Internet Making People Dumber... Or Is Nick Carr Reminiscing For Days That Never Existed," Tech Dirt. <https://www.techdirt.com/articles/20100607/0224269710.shtml>
- Johnson S. (October 2016). Steven Johnson: The playful wonderland behind great inventions [Video file]. Retrieved from: [https://www.ted.com/talks/steven\\_johnson\\_how\\_play\\_leads\\_to\\_great\\_inventions](https://www.ted.com/talks/steven_johnson_how_play_leads_to_great_inventions)

### Additional Reading/ Viewing

- Turkle, S. (1995). *Life on the Screen*. US: Simon and Schuster.
- Christensen, C., Horn, M., & Johnson, C. (2008). *Disrupting class: How disruptive innovation will change the way the world learns*. US: McGraw-Hill.
- [McGrawHillPro]. (Jun 2005). How disruptive Innovation can transform education [Video File]. Retrieved from: <https://www.youtube.com/watch?v=iaXmAmj1nb8>
- The Hole in the Wall Education Project <http://www.hole-in-the-wall.com/>
- Wellman, B., & Rainie, L. (2014), *Networked: The New Social Operating System*. US: Cambridge: MIT Press.

### Week 5: Death of Tangibility, Book?

- Linear or nonlinear reading?
- "Bits to atoms"
- How do money and commerce, communities and identity change when we cease to use coins and notes?
- What will be the impact of virtual and augmented on the physical world?

### Key thinkers:

Elizabeth Eisenstein, Neil Postman, Howard Innis, David Weinberger, Marshal McLuhan, Jane McGonigal. Ted Nelson, Nicholas Negroponte

### Key terms:

Cloud, Convergence, Scrolls to scrolling, "medium is the message", OCR,, Media Richness, hypertext, audiobook, podcast, blogging, microblogging, fixity

### Required Reading/ Viewing:

- Nature editors response to Britannica
- Mikulinsky, R. (2013). Reading and writing in the digital age? The book is alive. Rgap, 64-73. [https://www.academia.edu/26168763/Reading\\_and\\_Writing\\_in\\_the\\_Digital\\_Age\\_The\\_Book\\_is\\_Alive\\_Ed.Emmanuelle\\_Waeckerlé\\_and\\_Richard\\_Sawdon\\_Smith\\_Sheffield\\_RGAP\\_Artspace\\_2013](https://www.academia.edu/26168763/Reading_and_Writing_in_the_Digital_Age_The_Book_is_Alive_Ed.Emmanuelle_Waeckerlé_and_Richard_Sawdon_Smith_Sheffield_RGAP_Artspace_2013)
- [Wall street Journal]. (October 2015). Museums Test New Technology, Interactive Exhibits [Video File]. Retrieved From: [https://www.youtube.com/watch?v=32pql1dod8A&index=5&list=PLIM0ESI\\_brlWnOO2XITf3dWEh7wEAqbtC](https://www.youtube.com/watch?v=32pql1dod8A&index=5&list=PLIM0ESI_brlWnOO2XITf3dWEh7wEAqbtC)

4. [NRK]. (February 2007). Medieval helpdesk with English subtitles [Video File]. Retrieved from: <https://youtu.be/pQHx-SjgQvQ>
5. Negroponete, N. (1995). Being Digital US: Alfred A. Knopf.

### **Additional Reading/ Viewing:**

6. Wolf, M. (2008). *Proust and the squid: The story and science of the reading brain*. Cambridge: Icon.
7. McLuhan, M. (1967) *The Medium is the Message*. Ginko Press GmbH.
8. Renear, A., & Palmer, C. (2009). Strategic reading, ontologies, and the future of scientific publishing. *Science*, 325(5942), 828-832.
9. Weinberger, D. (2014). *Too big to know: Rethinking knowledge now that the facts aren't the facts, experts are everywhere, and the smartest person in the room is the room*. Basic Books.
10. Nunberg, G. (1996). *The future of the book*. Univ of California Press.
11. Phillips, A. & Cope, B. (2006). *The future of the book in the digital age*. Oxford: Chandos.
12. Weinberger, D. (2007). *Everything is miscellaneous: The power of the new digital disorder*. Macmillan.
13. [Learning Studio]. (July 2013). We are makers [Video File]. Retrieved from: <https://vimeo.com/66162292>
14. Postman, Orwell and Huxley comic <http://www.prosebeforehos.com/image-of-the-day/08/24/huxley-vs-orwell-infinite-distraction-or-government-oppression/>

### **Week 6: Death of Choice (and Truth)?**

- Are the net, fake news, threatening the truth?
- How are everyday domains reshaped by algorithms?
- Consequences of big data?
- Clickbaits, information overload and truth?
- Being immersed in the Internet of Things (IoT)?
- Research methods: novel ways of knowing?
- "Prediction" where everything is available in databases?

### **Key thinkers:**

Richard Rogers, Erez Aiden, Kenneth Cukier, Jaron Lanier, Kevin Kelly, Daniel Dennett, Yuval Noah Harrari, danah boyd

### **Key terms:**

Google analytics, hits, sessions, uniques, clickstream, NGrams, Self-quantification, Socioscope, Big Data, Culturomics, Datification

### **Required Reading/ Viewing:**

1. Harrari N.Y (June 2015). Yuval Noah Harrari: What Explains The Rise of Humans [Video File]. Retrieved from: [https://www.ted.com/talks/yuval\\_noah\\_harari\\_what\\_explains\\_the\\_rise\\_of\\_humans](https://www.ted.com/talks/yuval_noah_harari_what_explains_the_rise_of_humans)

1. Boyd, D., & Crawford, k. (2012). Critical Questions for Big Data: Provocations for a Cultural, Technological, and Scholarly Phenomenon. *Information, Communication, & Society* (15:5), 662-679. <http://www.danah.org/papers/2012/BigData-ICS-Draft.pdf>
2. Weinberger, D. (2014). *Too Big to Know: Rethinking Knowledge Now That the Facts Aren't the Facts, Experts Are Everywhere, and the Smartest Person in the Room Is the Room*. Basic Books.

### Additional Reading/ Viewing:

3. Lazer, D., Pentland, A., Adamic, L., Sinan, A., Barabasi, A., Brewer, D., et al. (2009). Life in the network: the coming age of computational social science. *Science*, 323(5915), 721.
4. Aiden, E., & Baptiste Michel, J. (2013). *Uncharted: Big Data as a Lens on Human Culture* Reprint. Riverhead books.
5. Delahaye, J., & Gauvrit, N. (2013). *Culturomics: le numérique et la culture*. Odile Jacob.
6. Seife, C. (2015). *Big Data, Little Data, No Data: Scholarship in the Networked World*.
7. Mayer-Schönberger, V., & Cukier, K. (2013). *Big data: A revolution that will transform how we live, work, and think*. Houghton Mifflin Harcourt.
8. [Leonardo Roman da Rosa]. (January 2015). The Machine that Changed the World - Episode 4 - The Thinking Machine [Video File]. Retrieved from: <https://youtu.be/enWWlx7-t0k>
9. Rheingold, H. (2012) Introduction. *Net Smart*, MIT Press. [https://mitpress.mit.edu/sites/default/files/titles/content/9780262017459\\_sch\\_0001.pdf](https://mitpress.mit.edu/sites/default/files/titles/content/9780262017459_sch_0001.pdf)

Assignment - <http://www.manifestation.com/neurotoys/eliza.php3> (pick a fight with Eliza)

### **\*\* Midterm quiz\*\***

#### **Week 7: Death of Promise?**

- Utopia or Dystopia?
- Freedom of speech or censorship?
- Net neutrality: promise or fake?
- Online life an extension of 1960s flower generation values?
- New world order?

#### **Key Thinkers:**

JP Barlow, D. Searls, Y. Benkler, F. Turner, B. Peters, J. Assange,

#### **Required Reading/ Viewing:**

1. Barlow, J. (1996). a Declaration of the Independence of cyberspace <https://www.eff.org/cyberspace-independence>
2. Searls, D. & Weinberger, D. (2015) *New Clues: Hear O Internet* <http://newclues.cluetrain.com/>
3. Benkler, Y. (2016) Degrees of Freedom, Dimensions of Power. *Daedalus* 145(1) 18-32.

4. Benkler, Y. (July 2016). Yochai Benler: On the new Open Source Economics [Video File]. Retrieved from: [https://www.ted.com/talks/yochai\\_benkler\\_on\\_the\\_new\\_open\\_source\\_economics](https://www.ted.com/talks/yochai_benkler_on_the_new_open_source_economics)
6. Schüll, N (2013). "The folly of technological solutionism: An interview with Evgeny Morozov." Public Books, September 9, 2013. Retrieved from: <http://www.publicbooks.org/the-folly-of-technological-solutionism-an-interview-with-evgeny-morozov>
7. Schüll, N (2013). "The folly of technological solutionism: An interview with Evgeny Morozov." Public Books, September 9, 2013. Retrieved from: <http://www.publicbooks.org/the-folly-of-technological-solutionism-an-interview-with-evgeny-morozov>

#### **Additional Reading/ Viewing:**

5. Levin, R., Locke, C., Searls, D., & Weinberger, D. (2000) *The ClueTrain Manifesto*. US: Perseus book group. <http://www.cluetrain.com/>
6. Benkler, Y. (2011). *The Penguin and the Leviathan: How Cooperation Triumphs over Self-Interest*. Crown Business.
7. Turner, F. (2010). *From counterculture to cyberculture: Stewart Brand, the Whole Earth Network, and the rise of digital utopianism*. University of Chicago Press.
8. Meeker, M. KPCB (2016-7) Internet Trends Report <http://www.kpcb.com/blog/2016-internet-trends-report>
9. Lanier, J. "Digital Maoism: The Hazards of the New Online Collectivism": [http://www.edge.org/3rd\\_culture/lanier06/lanier06\\_index.html](http://www.edge.org/3rd_culture/lanier06/lanier06_index.html)

#### **Weeks 8-10: Creation/Ranking Questions on Ligilo Christmas/ Hanukah Break**

#### **Week 11: Death of Death and Memory?**

- Is death dead?
- Online mourning?
- Singularity?
- Trans- and post-humanism?
- Digital death and online afterlife services
- Self and identity in when the right to forget is denied?

#### **Key thinkers:**

Rosi Braidotti, Donna Haraway, N. Katherine Hayles, Ray Kurzweil, Cary Wolfe, Evgeny Morozov

#### **Key terms:**

Singularity, transhumanism, posthumanism, brain uploading, Digital death, online-mourning, cyborgs, Digital determinism, transparency, Wikileaks,

**Required Reading/ Viewing:**

1. [Cosmology Today]. (April 2016). 2029 : Singularity Year - Neil deGrasse Tyson & Ray Kurzweil [Video File]. Retrieved from: <https://www.youtube.com/watch?v=EyFYFjESkWU>
2. **BBC transhumanism**
3. Lanier, J. (2010) You Are Not a Gadget: A Manifesto.

**Additional Reading/ Viewing:**

1. Haraway, D. (1991) A Cyborg Manifesto: Science, Technology, and Socialist-Feminism in the Late Twentieth Century". Simians, Cyborgs, and Women. New York: Routledge.
2. Kurzweil, R. (2005) The Singularity is Near. US: Penguin books.
3. Braidotti, R. (2013). The Posthuman. Cambridge, Malden: Polity.
4. Wolfe, C. (2010). What Is Posthumanism? Minneapolis and London: University of Minnesota Press.
5. Assange, J. (2014). When Google Met WikiLeaks. OR Books.
6. Morozov, E. (2012). *The net delusion: The dark side of Internet freedom*. PublicAffairs.

**Week 12: Final exam**