

**DEPARTMENT OF COMMUNICATION  
585 MANOOGIAN HALL  
WAYNE STATE UNIVERSITY**

**COM 7210  
New Media & Strategic Communication  
Fall 2013**

**Instructor: Dr. Rahul Mitra**

**Course Time/Days: Thursdays, 6-8:45 p.m.**

**Course Location: 212 Manoogian Hall**

**Instructor's Office Location: 541 Manoogian Hall**

**Instructor's Email Address: rahul.mitra@wayne.edu**

**Office Hours: Mondays 11 am–12 noon; Tuesdays 2-3 pm; Wednesdays 3-4 pm**

**Course Description:**

Although social/new media are ubiquitous in these times, just why and how such media may be “social” and/or “new” in different contexts demands closer attention. This course adopts an organizing frame to understand how social/new media are strategically deployed by various actors. We will consider how individuals and groups use such media to engage stakeholders, with implications related to (but not restricted to): knowledge creation, socialization and collaboration, culture talk, disclosure and surveillance, and political movements. In doing so, we will explore not just how media may be “social” and/or “new,” but also how they might extend prevalent notions of “strategic communication.” Students will participate actively in class discussions using both face-to-face communication and social/new media. They will also learn to craft and critique practitioner strategies related to social/new media,

**Learning Outcomes:**

Specific learning outcomes for this class include for you to be able to:

1. Grasp what exactly is both different and old about social/new media, compared to “traditional” media, and how this impacts strategic communication.
2. Examine how social/new media are utilized by different actors and groups in a variety of contexts, resulting in both successes and failures.
3. Critically review and craft practitioner accounts of social/new media in the digital marketplace.
4. Analyze and outline practical recommendations for different cases involving social/new media usage.
5. Facilitate high-level discussions pertaining to the topic, so that you can moderate and conduct such talks if asked to in different settings (e.g., conferences, trade talks.)
6. Write conference-ready research papers.

**Course Materials:**

We will not be using any textbook for this course, but referring to various academic articles (see schedule below) and contemporary case studies. All academic articles will be available through Blackboard.

**Recommended Texts/Resources:**

American Psychological Association (2010). *Publication manual of the American Psychological Association (6th ed.)*. Washington, DC: American Psychological Association.

Website: <http://www.apastyle.org/manual/index.aspx>

For a quick guide, you can look up: <http://owl.english.purdue.edu/owl/resource/560/1/>

Wayne State University Library has a Communication Guide at:

<http://guides.lib.wayne.edu/content.php?pid=72657&sid=538050>

In addition, you can contact the Wayne State University Writing Center at:

<http://clasweb.clas.wayne.edu/writing>

**Prerequisites:** Graduate standing.

**Assignments:**

Your grade in this class will depend on the following assignments.

1. Attendance/Participation: 15%

I expect engaged discussions during class. You will also be asked to post weekly comments and impressions of the readings on our class blog (see Blackboard), by 12 midnight before class. Your posts should be 300-400 words, and might critique, extend, or apply the readings, as you see fit.

2. Discussion Leadership: 20%

You will be designated the “discussion leader” for one week. As discussion leader, your responsibilities include: preparing a handout for your classmates (summarizing key themes, findings, and implications, and raising some discussion questions for each reading), and facilitating class discussion for that day (e.g., introducing the readings briefly, posing discussion questions to the class). Discussion leaders should meet with me to discuss their planned handout during Office Hours the Tuesday preceding their discussion facilitation. On the day of your discussion leadership, you should print and bring with you copies of the handout for all class members (including me).

Please make sure to sign up for your week to be discussion leader, on the very first week of this course. Also, please note: you are required to participate actively on ALL class days, not just when you are designated “discussion leader.”

3. Media Review Project: 15%

You will be asked to review a NEW social media tool OR an advanced or

underutilized feature of a social media tool through an online presentation. This should not be an instructional or “how to” review, but an analysis of key features, uses, possible drawbacks, and suggestions for improvement. You may model your review along industry/practitioner lines (e.g., look up reviews on [www.cnet.com](http://www.cnet.com)). You have two options for how to develop the review.

OPTION 1: Develop a 4-5 minute online video review using a screen capture tool (e.g., Jing at <http://www.techsmith.com/download/jing/>), providing an audio-narrated presentation of the social media tool reviewed. You should provide a link to the online review on our class blog (clearly titled: MY NAME MEDIA REVIEW PROJECT), along with a brief 1-paragraph description of the tool reviewed.

OPTION 2: Write a blog post in our class blog (clearly titled: MY NAME MEDIA REVIEW PROJECT), using a combination of text and screen shots to provide the review. The article should have at least 5 screen shots and be 750-100 words.

4. Final Paper: 50%

The final paper for this course should be 20-25 pages in length, excluding references and abstract. Please use APA style for the final paper (see above for recommended text). Applying for IRB approval might be necessary depending on the nature of your project (see <http://irb.wayne.edu/forms-requirements-categories.php>). You have two options for writing the final paper.

OPTION 1: Write a conference-ready research paper, which can be either theoretical or empirical in scope.

OPTION 2: Write an analysis of TWO contemporary organizational cases, following a SWOT (strength-weakness-opportunity-threat) analysis model, informed by relevant social media theories. You can draw from existing anthologies (both in print and online) to source initial material on contemporary cases (e.g., [www.orgcominthenews.com](http://www.orgcominthenews.com), Steve May's 2012 edited collection titled *Case Studies in Organizational Communication*).

You are encouraged to write your final paper on your own OR as part of a group. Once you have decided if your final paper is an individual or group submission, please let me know at the earliest (with names of ALL group members). If the paper is collaborative, part of the grade (40%) will be determined by the professor, while the remainder will be determined by peer evaluations (10%). When you submit the final paper, please provide a peer evaluation score based on provided/adapted criteria and a confidential statement about your own and others' contributions to this project (may be sent via emailed attachment).

**Grading:**

To review, your course grade will be determined by:

1. Attendance/Participation: 15%
2. Discussion Leadership: 20%
3. Media Review Project: 15%

#### 4. Final Paper: 50%

For all assignments, you will be graded on the following parameters:

- Engaged and active participation
- Clarity of meaning and presentation
- Effective organizing of material
- Persuasiveness of arguments/analysis
- Adherence to set guidelines (e.g., APA style for final paper)

Final grades will be assigned according to a standard scale: 90-100 (A), 80-89 (B), 70-79 (C), 60-69 (D), <60 (F).

**Incompletes:** Incompletes are reserved for extraordinary circumstances such as personal emergencies that can be documented. An incomplete is granted when in the judgment of the instructor a student can successfully complete the work of the course without attending regular class sessions. Incompletes, which are not converted to a letter grade within one year, will automatically revert to an F (failing grade).

**Withdrawing from Class:** Students who withdraw from a course after the end of the 4th week of class will receive a grade of WP, WF, or WN.

- WP will be awarded if the student is passing the course (based on work due to date) at the time the withdrawal is requested
- WF will be awarded if the student is failing the course (based on work due to date) at the time the withdrawal is requested
- WN will be awarded if no materials have been submitted, and so there is no basis for a grade

Please be advised that withdrawing from a class has severe consequences; for this reason, please treat it as a matter of last resort and consult me before you withdraw. For more information, please refer to:

<http://finaid.wayne.edu/receiving/withdrawing.php>

Students must submit their withdrawal request on-line through Pipeline. The instructor must approve the withdrawal request before it becomes final, and students should continue to attend class until they receive notification via email that the withdrawal has been approved. Students who stop attending but do not request a withdrawal, will receive an automatic F (failing grade).

**Make-up Work and Extra Credit:** There is no extra credit for this class. All work must be submitted on time by the set deadline. There is no provision for “make-up work” unless there are very strong extenuating circumstances.

**Grade Appeals:** The college policy for appealing a final grade can be found at: <http://www.cfpca.wayne.edu/files/FinalGradeAppeal.pdf>

## **Policy Statements**

**Attendance:** You are expected to attend and participate actively in class. Please refer above to “Assignments” for the grade allocation to attendance/participation.

**Blackboard:** All readings for this class will be posted on Blackboard, so please look up the course page regularly. Call C&IT at (313) 577-4778 if you have problems accessing Blackboard.

**Cell Phones:** No cell phone use in class, unless approved by the instructor beforehand.

**Disabilities:** If you have a documented disability that requires accommodations, you will need to register with Student Disability Services (SDS) for coordination of your academic accommodations. The Student Disability Services (SDS) office is located at 1600 David Adamany Undergraduate Library in the Student Academic Success Services department. SDS telephone number is 313-577-1851 or 313-577-3365 (TDD only). Once you have your accommodations in place, I will be glad to meet with you privately during my office hours to discuss your special needs. Student Disability Services’ mission is to assist the university in creating an accessible community where students with disabilities have an equal opportunity to fully participate in their educational experience at Wayne State University.

Please be aware that a delay in getting SDS accommodation letters for the current semester may hinder the availability or facilitation of those accommodations in a timely manner. Therefore, it is in your best interest to get your accommodation letters as early in the semester as possible.

**Plagiarism/Academic Dishonesty:** Materials that are clearly not the student's own work or which are not appropriately documented will be subjected to close scrutiny. All acts of academic dishonesty including cheating and plagiarism will be treated as violations of appropriate student conduct and will be subject to disciplinary action. The University Due Process Policy can be found at: <http://www.doso.wayne.edu/judicial/index.htm>. Students should not use work that was substantively done for other classes unless otherwise approved by the instructor.

**Religious Observances:** It is Wayne State’s policy to respect the faith and religious obligations of students, faculty and staff. Students with exams or classes that conflict with their religious observances should notify me well in advance so that we can work out a mutually agreeable alternative.

**Other Policies:** Since this is a graduate seminar, I encourage and expect the active participation of all class members. Please keep in mind the need to respect the diversity of opinions and values that may be expressed in class, and the ensuing need for civil and respectful discussions.

## **Professional Development Suggestions**

### **Relevant Conference Submission Deadlines (Fall 2013):**

- Organizational Communication Mini Conference (Champaign) – September 1, 2013 (submission), September 7, 2013 (registration for preconference “Computational Social Science”): <http://www.ocmc2013.com/>
- Central States Communication Association (“Elevate,” Minneapolis) – October 4, 2013: [http://www.cscs-net.org/awc/CSCA/pt/sp/home\\_page](http://www.cscs-net.org/awc/CSCA/pt/sp/home_page)
- International Communication Association (“The Good Life,” Seattle) – November 4, 2013: <http://www.ica-hdq.org/>
- Association of Internet Research (2014 Theme?) – conference in October 23-26, 2013; submission generally March, 2014: <https://aoir.org/>
- National Communication Association (2014 Theme?) – conference in November 21-24, 2013; submission generally February-March, 2014: <http://www.natcom.org/Default.aspx>

### **Some Peer-Reviewed Journals (Related to Social/New Media):**

- Journal of Computer-Mediated Communication
- Information, Communication, & Society
- New Media & Society
- Journal of Broadcast & Electronic Media
- Journal of Social Media Studies
- Journal of Virtual Worlds Research

### **Course Schedule:**

Week 1: 8/29: Introductions and review of syllabus

LABOR DAY HOLIDAY ON 9/2

Week 2: 9/5: Strategic communication (strategy & organizing)

Week 3: 9/12: Overview of social media (theoretical approaches)

Week 4: 9/19: Studying social media (research methods)

**\*\*\*Visit by Library Liaison\*\*\***

Week 5: 9/26: Social media and work

Week 6: 10/3: Networks of practice: Knowledge creation and innovation

Week 7: 10/10: Networks of practice: Collaboration and group work

Week 8: 10/17: Publics and engagement

**\*\*\*Media Review Project Due by 6 p.m., Thursday, 10/17\*\*\***

Week 9: 10/24: Organizational surveillance and disclosure

Week 10: 10/31: Relational disclosure and social capital

Week 11: 11/7: Cultural re-presentations & resistances

Week 12: 11/14: Social and environmental justice

NATIONAL COMMUNICATION ASSOCIATION CONFERENCE: NO CLASS ON 11/21

THANKSGIVING BREAK: NO CLASS ON 11/28

Week 13: 12/5: Politics and democracy

Week 14: 12/12: Final paper presentations and submissions\*\*\*

**Course Readings & Deadlines:\***

***\*Please note that I reserve the right to make changes to the following readings; if any changes are made, the new material will be posted on Blackboard and an announcement will be made in class.***

Week 1: 8/28: Introductions and review of syllabus

We will talk about the course objectives, learning outcomes, syllabus, course schedule, and sign up for “discussion leadership” stints.

LABOR DAY HOLIDAY ON 9/2

Week 2: 9/5: Strategic communication (strategy & organizing)

Kellerman, K. (1992). Communication: Inherently strategic and primarily automatic. *Communication Monographs*, 59, 288-300.

Hallahan, K., Holtzhausen, D., van Ruler, B., Verčič, D., & Sriramesh, K. (2007). Defining strategic communication. *International Journal of Strategic Communication*, 1, 3-35.

Macnamara, J., & Zerfass, A. (2012). Social media communication in organizations: The challenges of balancing openness, strategy, and management. *International Journal of Strategic Communication*, 6, 287-308.

Bimber, B., Flanagan, A. J., & Stohl, C. (2005). Reconceptualizing collective action in the contemporary media environment. *Communication Theory*, 15, 365-388.

## SUGGESTED READINGS:

Mahoney, J. (2011). Horizons in strategic communication: Theorising a paradigm shift. *International Journal of Strategic Communication*, 5, 143-153.

Eriksson, M. (2012). On-line strategic crisis communication: In search of a descriptive model approach. *International Journal of Strategic Communication*, 6, 309-327.

Moore, S. (2010). The origins of strategic communication: Precedents and parallels in ancient states. *Atlantic Journal of Communication*, 18, 227-240.

Week 3: 9/12: Theoretical approaches to social media

Kaplan, A.M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59-68.



boyd, d.m., & Ellison, N.B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), article 11.  
<http://jcmc.indiana.edu/vol13/issue1/boyd.ellison.html>

Baym, N., Campbell, S. W., Horst, H., Kalyanaraman, S., Oliver, M. B., Rothenbuhler, E., Weber, R., & Miller, K. (2012). Communication theory and research in the age of new media: A conversation from the CM Café. *Communication Monographs*, 79, 256-267.

Walther, J. B. (2011). Theories of computer-mediated communication and interpersonal relations. In M. L. Knapp & J. A. Daly (Eds.), *The handbook of interpersonal communication* (4th ed., pp. 443-479). Thousand Oaks, CA: Sage.

#### SUGGESTED READINGS:

Marvin, C. (1990). *When old technologies were new: Thinking about electronic communication in the late 19<sup>th</sup> century*. Oxford: Oxford University Press.

Dutton, W.H. (2013). Internet studies: The foundations of a transformative field. In W.H. Dutton (Ed.), *The Oxford handbook of internet studies* (pp. 1-25). Oxford: Oxford University Press.

Ellison, N. B., & boyd, d. (2013). Sociality through Social Network Sites. In W.H. Dutton (Ed.), *The Oxford handbook of internet studies* (pp. 151-172). Oxford: Oxford University Press.

Howard, P. N., & Parks, M. R. (2012). Social media and political change: Capacity, constraint, and consequence. *Journal of Communication*, 62, 359-362.

Litt, E. (2012): Knock, knock. Who's there? The imagined audience. *Journal of Broadcasting & Electronic Media*, 56, 330-345.

Rice, R.E., & Fuller, R.P. (2013). Theoretical perspectives in the study of communication and the internet. In W.H. Dutton (Ed.), *The Oxford handbook of internet studies* (pp. 353-377). Oxford: Oxford University Press.

**NOTE:** *Techonomy 2013* will be held at Wayne State University on Tuesday, September 17, 2013, at McGregor Memorial Conference Center. For more information, see: <http://techonomy.com/conf/13-detroit/> To receive a special WSU \$50 discount off the regular registration fee, please visit: <http://techonomy-detroit.eventbrite.com/?discount=WSU>

Week 4: 9/19: Studying social media (research methods)

Library liaison to the Department of Communication, Damecia Donahue (email: [ea2835@wayne.edu](mailto:ea2835@wayne.edu)), will be our guest, to discuss some key online resources/source that may be useful.

You can also refer to the library's Communication Guide at:  
<http://guides.lib.wayne.edu/content.php?pid=72657&sid=538050>

Buchanan, E.A., & Zimmer, M. (2013). Internet Research Ethics. In E.N. Zalta (Ed.), *The Stanford encyclopedia of philosophy (Fall 2013 edition)*. Retrieved from:  
<http://plato.stanford.edu/entries/ethics-internet-research/>

Hewson, C., & Laurent, D. (2008). Research design and tools for internet research. In N.G. Fielding, R.M. Lee, & G. Blank (Eds.), *The Sage handbook of online research methods* (pp. 58-78). Thousand Oaks, CA: Sage.

Weiser, H.T., Smith, M., Fisher, D., & Gleave, E. (2008). Distilling digital traces: Computational social science approaches to studying the internet. In N.G. Fielding, R.M. Lee, & G. Blank (Eds.), *The Sage handbook of online research methods* (pp. 116-140). Thousand Oaks, CA: Sage.

Hine, C. (2008). Virtual ethnography: Modes, varieties, affordances. In N.G. Fielding, R.M. Lee, & G. Blank (Eds.), *The Sage handbook of online research methods* (pp. 257-270). Thousand Oaks, CA: Sage.

Rybas, N., & Gajjala, R. (2007). Developing cyberethnographic research methods for understanding digitally mediated identities. *Forum: Qualitative Social Research*, 8(3), Art. 35, <http://nbn-resolving.de/urn:nbn:de:0114-fqs0703355>.

## SUGGESTED READINGS:

Ackland, R. (2009). Social network services as data sources and platforms for e-researching social networks. *Social Science Computer Review*, 27, 481-492.

Levine, D., Madsen, A., Wright, E., Barar, R.E., Santelli, J., & Bull, S. (2011). Formative research on MySpace: Online methods to engage hard-to-reach populations. *Journal of Health Communication*, 16, 448-454.

Boellstorff, T. (2008). Method and the virtual: Anecdote, analogy, culture. *Journal of Virtual Worlds Research*, 1(3),  
<http://journals.tdl.org/jvwr/index.php/jvwr/article/view/471/429>

Boellstorff, T., Nardi, B., Pearce, C., & Taylor, T.L. (2012). *Ethnography and virtual worlds: A handbook of method*. Princeton: Princeton University Press.

Gajjala, R. (2002). An interrupted postcolonial/feminist cyberethnography: Complicity and resistance in the "Cyberfield." *Feminist Media Studies*, 2, 177-193.

Zimmer, M. (2010). "But the data is already public": On the ethics of research in Facebook. *Ethics and Information Technology*, 12, 313-325.

Fielding, N.G., Lee, R.M., & Blank, G. (Eds.) (2008). *The Sage handbook of online research methods*. Thousand Oaks, CA: Sage.

\*\*\*Especially see: Section 3 ("Data Capture using the internet"), Section 4 ("The Internet Survey") and Section 6 ("The Internet as an Archival Resource")

Hansen, D., Schneiderman, B., & Smith, M. (2010). *Analyzing social media networks with NodeXL: Insights from a connected world*. Burlington, MA: Morgan Kaufman.

Charlesworth, A. (2008). Understanding and managing legal issues in internet research. In N.G. Fielding, R.M. Lee, & G. Blank (Eds.), *The Sage handbook of online research methods* (pp. 42-56). Thousand Oaks, CA: Sage.

Markham, A.N., & Baym, N.K. (Eds.). (2008). *Internet inquiry: Conversations about method*. Thousand Oaks, CA: Sage.

#### Week 5: 9/26: Social media and work

Flanagin, A.J., & Waldeck, J.H. (2004). Technology use and organizational newcomer socialization. *Journal of Business Communication*, 41, 137-165.

Treem, J.W., & Leonardi, P.M. (2012). Social media use in organizations: exploring the affordances of visibility, editability, persistence, and association. In C.T. Salmon (Ed.), *Communication yearbook* 36, 143-189. New York: Routledge.

DiMicco, J., Millen, D. R., Geyer, W., Dugan, C., Brownholtz, B., & Muller, M. (2008). Motivations for social networking at work. In *Proceedings of the ACM 2008 Conference on Computer Supported Cooperative Work*.

Orlikowski, W. J. (2000). Using technology and constituting structures: A practice lens for studying technology in organizations. *Organization Science*, 11, 404-428.

#### SUGGESTED READINGS:

Fulk, J. (1993). Social construction of communication technology. *Academy of Management Journal*, 36, 921-950.

Kietzmann, J.H., Hermkens, K., McCarthy, I.P., Silvestre, B.S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons*, 54(3), 241-251.

Cusumano, M.A., & Goeldi, A. (2013). New businesses and new business models. In W.H. Dutton (Ed.), *The Oxford handbook of internet studies* (pp. 239-261). Oxford: Oxford University Press.

Zammuto, R. F., Griffith, T.L., Majchrzak, A., Dougherty, D.J., & Faraj, S. (2007). Information Technology and the Changing Fabric of Organization. *Organization Science*, 18, 749-762.

Week 6: 10/3: Networks of practice: Knowledge creation and innovation

Faraj, S., Jarvenpaa, S. L., & Majchrzak, A. (2011). Knowledge collaboration in online communities. *Organization Science*, 22, 1224-1239.

Avery, E., Lariscy, R., & Sweetser, K.D. (2010). Social media and shared—or divergent—uses? A cororientation analysis of public relations practitioners and journalists. *International Journal of Strategic Communication*, 4, 189-205.

Cameron, A. F., & Webster, J. (2005). Unintended consequences of emerging communication technologies: Instant Messaging in the workplace. *Computers in Human Behavior*, 21(1). 85-103.

Yates, D., & Paquette, S. (2011). Emergency knowledge management and social media technologies: A case study of the 2010 Haitian earthquake. *International Journal of Information Management*, 31, 6-13.

SUGGESTED READINGS:

Brown, J.S., & Duguid, P. (1991). Organizational learning and communities-of-practice: Toward a unified view of working, learning and innovation. *Organization Science*, 2, 40-57.

Wasko, M. M., & Faraj, S. (2005). Why should I share? Examining social capital and knowledge contribution in electronic networks of practice. *MIS Quarterly*, 29(1), 35-57.

Meyer, E.T., & Schroeder, R. (2013). Digital transformations of scholarship and knowledge. In W.H. Dutton (Ed.), *The Oxford handbook of internet studies* (pp. 307-327). Oxford: Oxford University Press.

Smith, B.G. (2013). The internal forces on communication integration: Co-created meaning, interaction, and postmodernism in strategic integrated communication. *International Journal of Strategic Communication*, 7, 65-79.

Week 7: 10/10: Networks of practice: Collaboration and group work

- Flanagin, A., Tiyaamornwong, V., O'Connor, J., & Seibold, D.R. (2002). Computer-Mediated group work: The interaction of sex and anonymity. *Communication Research*, 29, 66-93.
- Quan-Haase, A., Cothrel, J., & Wellman, B. (2005). Instant messaging for collaboration: A case study of a high-tech firm. *Journal of Computer-Mediated Communication*, 10(4), article 13. <http://jcmc.indiana.edu/vol10/issue4/quan-haase.html>
- Herrmann, A.F. (2007). Stockholders in cyberspace: Weick's sensemaking online. *Journal of Business Communication*, 44, 13-35.
- Stephens, K.K., & Davis, J. (2009). The social influences on electronic multitasking in organizational meetings. *Management Communication Quarterly*, 23(1), 63-83.
- Leonardi, P.M., Treem, J.W., & Jackson, M.H. (2010). The connectivity paradox: Using technology to both decrease and increase perceptions of distance in distributed work arrangements. *Journal of Applied Communication Research*, 38, 85-105.

## SUGGESTED READINGS:

- Olaniran, B.A. (1994). Group performance in computer-mediated and face-to-face communication media. *Management Communication Quarterly*, 7, 256-281.
- Kim, J., & Cho, M. (2011). When the 'Stroller Moms' take hold of the street: A case study of how social influence made the inactive publics active in anti-U.S. beef protest in Seoul—An issues processes model perspective. *International Journal of Strategic Communication*, 5, 1-25.
- McNair, L.D., & Paretti, M.C. (2010). Activity theory, speech acts, and the 'doctrine of infelicity': Connecting language and technology in globally networked learning environments. *Journal of Business and Technical Communication*, 24, 323-357.

Week 8: 10/17: Publics and engagement

**NOTE: \*\*\*Media Review Project Due by 6 p.m., Thursday, 10/17\*\*\***

- Baym, N.K., & boyd, d. (2012). Socially mediated publicness: An introduction. *Journal of Broadcasting & Electronic Media*, 56, 320-329.
- Self, C.C. (2010). Hegel, Habermas, and Community: The Public in the New Media Era. *International Journal of Strategic Communication*, 4, 78-92.

Ackland, R., Gibson, R., Lusoli, W., & Ward, S. (2010). Engaging with the public? Assessing the online presence and communication practices of the nanotechnology industry. *Social Science Computer Review*, 28, 443-465.

Ansari, S.M., & Phillips, N. (2010). "Text me!" New consumer practices as a catalyst for institutional change. *Organization Science*, 22(6), 1579-1599.

#### SUGGESTED READINGS:

Rojas, H., & Puig-i-Abril, E. (2009). Mobilizers mobilized: Information, expression, mobilization and participation in the digital age. *Journal of Computer-Mediated Communication*, 14(4), 902-927.

Shklovski, I., & Valtysson, B. (2012): Secretly political: Civic engagement in online publics in Kazakhstan. *Journal of Broadcasting & Electronic Media*, 56, 417-433.

Water, R.D., Burnett, E., Lamm, A., & Lucas, J. (2009). Engaging stakeholders through social networking: How nonprofit organizations are using Facebook. *Public Relations Review*, 35, 102-106.

Sedereviciute, K., & Valentinia, C. (2011). Towards a more holistic stakeholder analysis approach. Mapping known and undiscovered stakeholders from social media. *International Journal of Strategic Communication*, 5, 221-239.

#### Week 9: 10/24: Organizational surveillance and disclosure

Humphreys, L. (2011). Who's watching whom? A study of interactive technology and surveillance. *Journal of Communication*, 61, 575-595.

Berkelaar, B.L. (revise & resubmit). *Social media use and employee selection: New transparency expectations and the emergence of a digital social contract*

Sweetser, K.D. (2010). A losing strategy: The impact of nondisclosure in social media on relationships. *Journal of Public Relations Research*, 22, 288-312.

Gilpin, D. (2010): Organizational image construction in a fragmented online media environment. *Journal of Public Relations Research*, 22, 265-287.

#### SUGGESTED READINGS:

D'Urso, S. C. (2006). Who's watching us at work? Toward a structural-perceptual model of electronic monitoring and surveillance in organizations. *Communication Theory*, 16(3), 281-303.

Bennett, C.J., & Parsons, C. (2013). Privacy and surveillance: The multidisciplinary literature. In W.H. Dutton (Ed.), *The Oxford handbook of internet studies* (pp. 486-508). Oxford: Oxford University Press.

Week 10: 10/31: Relational disclosure and social capital

Papacharissi, Z. (2009). The virtual geographies of social networks: A comparative analysis of Facebook, LinkedIn, and ASmallWorld. *New Media & Society*, 11, 199-220.

Sias, P. M., Pedersen, H., Gallagher, E.B., & Kopaneva, I. (2012). Workplace friendship in the electronically connected organization. *Human Communication Research*, 38, 253-279.

Vitak, J., & Ellison, N.B. (2013). 'There's a network out there you might as well tap': Exploring the benefits of and barriers to exchanging informational and support-based resources on Facebook. *New Media & Society*, 15, 243-259.

Stefanone, M.A., Kwon, K.H., & Lackaff, D. (2012). Exploring the relationship between perceptions of social capital and enacted support online. *Journal of Computer-Mediated Communication*, 17, 451-466.

Lange, P. G. (2008). Publicly private and privately public: Social networking on YouTube. *Journal of Computer-Mediated Communication*, 13, 361-380.

SUGGESTED READINGS:

Baym, N. (2010). *Personal connections in the digital age*. New York: Polity.

Brandtzaeg, P.B. (2012). Social networking sites: Their users and social implications – a longitudinal study. *Journal of Computer-Mediated Communication*, 17, 467-488.

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Week 12: 11/14: Social and environmental justice

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NATIONAL COMMUNICATION ASSOCIATION CONFERENCE: NO CLASS ON 11/21

THANKSGIVING BREAK: NO CLASS ON 11/28

#### Week 13: 12/5: Politics and democracy

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\*\*\*You might also refer to the Special Issue of *Journal of Communication* on “Social Media and Political Change” (Vol. 62, Issue 2, 2012), edited by P.N. Howard and M.R. Parks.

Week 14: 12/12: **Final paper presentations and submissions**\*\*\*