

Brooklyn College
Department of Computer and Information Science

CISC 1597 [9.7] New Media and Business

3 hours; 3 credits

The history, theory, and practice of new media in today's networked society and how this affects the profit and not-for-profit sectors; the implications of the convergence of technology and convergence of disciplines; Internet marketing; and the societal implications of the new connectedness. The latest research on the impact of second generation web-based media such as social networking, blogs, wikis, and virtual communities will be examined. This course will focus on how the new media is being used and/or should be used by the corporate world. This course is the same as TVRA 3537 [Television and Radio 31.7] and BUSN 3110 [Business 31.7].

Objectives

At the conclusion of this course students will gain an understanding of

- new media history, theory, and principles
- how to integrate new media into the corporate structure
- how the new media can provide an organization with a competitive advantage
- how new media are being used in today's highly connected and interconnected environment
- the implications for society of many of these new media technologies especially in the business world
- trends in computer-mediated communication and what the future may hold

Textbooks

The New Media Reader by N. Wardrip-Fruin and N. Montfort (eds.). MIT Press, 2003.
[NMR] ISBN: 0-262-23227-8

New Media: A Critical Introduction by M. Lister, J. Dovey, S. Giddings, I. Grant and K. Kelly. Routledge, 2006. [LDGGK] ISBN: 978-0-415-43161-3

Syllabus

➤ **Weeks 1-2**

INTRODUCTION TO THE COURSE - SELECT A TERM PROJECT – HOW TO DO RESEARCH

Topics: What is new media? What is old media?

BEFORE CLASS (always read before class – class participation is graded):

- NMR Selection 26 (Alan Kay & Adele Goldberg)
- LDGGK Chapter 1

- Old Media Hits the Skids, Crain's New York Business, available at <http://www.craigslist.com/apps/pbcs.dll/article?AID=2007465255421>
- "Noontime Web Video Revitalizes Lunch at Desk," New York Times, January 5, 2008; also at http://www.nytimes.com/2008/01/05/business/media/05video.html?_r=1&ref=technology&oref=slogin
- 8 Business Technology Trends to Watch , McKinsey Quarterly December 2007, also available from: http://www.mckinseyquarterly.com/Information_Technology/Applications/Eight_business_tech_nology_trends_to_watch_2008

SELECT A TERM PROJECT

ASSIGNMENT: Search the Web, blogs, Wikipedia, books, newspapers and magazines (old media) - whatever - and come up with a one-paragraph working definition of New Media. Use citations (footnotes or endnotes) to the sources that you used to create this working definition. Feel free to use new media to come up with your definition of new media.

➤ Weeks 3-4

TOPIC: Blogs; history of new media; convergence of disciplines; how blogs are used by both for-profit and not-for-profit organization; blogs as a P.R. tool.

ASSIGNMENT: YOUR VERY OWN BLOG. Create your own Class Blog: Create a blog of your own at blogger.com. This will be the place where you will comment on some of the assigned readings each week. Find a blog being used by an executive and criticize it.

Readings:

- Article by Deirdre Hynes "Consumption Convergence," Irish Communications Review. (87.608 Kb)
- Video Clip from the movie "Kinsey" on The Perils of Technology. http://www.youtube.com/watch?v=v_ipw7MdScI
- VISIT: The History of New Media by Sarah Drury, 2003: <http://isc.temple.edu/sdrury/survey2006/timeline.html>
- VISIT: ArtMuseum.net. "Multimedia: From Wagner to Virtual Reality", 2000. <http://www.artmuseum.net/w2vr/timeline/timeline.html>
- NMR Selection 54 "The World Wide Web
- LDGGK Chapter 2

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➤ Weeks 5 - 6

TOPICS: Hardware, software, networking – sometimes it's hard to tell the difference;
Convergence of Technology
Personal computer, Telephone networks, ipods, cell phones, GPS, the Desktop interface, GUI, Skype
New media and marketing; advantages and disadvantages of using new media for marketing purposes
Online television vs. traditional television; online newspapers vs. traditional newspapers; etc.

- NMR Selection 03 (Alan Turing)
- "Turner's Secret Web Weapon: How Old Media guy David Levy is marrying TV and the Internet in new ways" article from Business Week December 20, 2007, available at: http://www.businessweek.com/magazine/content/07_53/b4065092331473.htm?

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- Lilia Efimova, Aldo de Moor, "Beyond Personal Webpublishing: An Exploratory Study of Conversational Blogging Practices," Proceedings of the 38th Annual Hawaii International Conference on System Sciences (HICSS'05), 2005, p. 107a.
- Denning, P., Horning, J., Parnas, D., and Weinstein, L.: "Wikipedia Risks", Communications of the ACM, 48, 12 (2005), 152.
- Andrus, D. Calvin, "The Wiki and the Blog: Toward a Complex Adaptive Intelligence Community." Studies in Intelligence, Vol 49, No 3, September 2005.

➤ **Weeks 7 - 8**

TOPICS: Web 2.0. World Wide Web – the second generation: Blogs, Wikis, Internet groups, forums, listservs;

ASSIGNMENT: CREATE A WIKIPEDIA ENTRY. For this assignment you are to create an entry to Wikipedia, and send me the link. Wikipedia has an instructions page for students at: http://en.wikipedia.org/wiki/Wikipedia:School_and_university_projects_-_instructions_for_students. Go to this link and experiment with it by next class.

MIDTERM EXAM

Weeks 9 - 10

TOPICS: Web 2.0, continued

social network king, Faith on the web, Virtual Communities; Second Life, YouTube; Distance education; Discussion of our class wiki project: We are going to use a wiki to write an article together on "New Media in Business." I would like to be able to submit our article for publication – so let's make it good!

Readings:

- Virtual Lower East Side - "I've Been in That Club, Just Not in Real Life" - New York Times, January 6, 2008, may be viewed at http://www.nytimes.com/2008/01/06/arts/television/06itzk.html?_r=1&oref=slogin
- Also check out the site the article is talking about at <http://vles.com/>

Weeks 11 - 12

TOPICS: Digital media: digital books, music, video, games. Digital piracy, copyright issues, mashups. The Open-Source Community: collaborative software and other media.

Readings:

- VISIT: The GNU Project: <http://www.gnu.org/>
- Visit: Creative Commons: <http://creativecommons.org/>
- NMR Selection 36 ("GNU Manifesto")
- LDGGK Chapter 4

TOPICS: In the workplace: Wikis and blogs on the LAN; The learning organization. How to use

blogs and wikis to create a learning organization. Ethical considerations: Access for people with disabilities; Purposeful loss of privacy; Gender and sexuality on the web; Internet predators; The digital divide.

Readings:

- The Rough-and-Tumble Online Universe Traversed by Young Cybernauts. The New York Times, Jan 22, 2008, p. E1.
http://www.nytimes.com/2008/01/22/arts/television/22front.html?_r=1&scp=1&sq=rough-and-tumble+online+universe&st=nyt&oref=slogin

➤ **Weeks 13 -14**

- Presentations of papers and discussions

Bibliography:

- *Society Online: The Internet in Context* by Philip N. Howard and Steve Jones (eds.) Sage Publications, 2004.
- [*The Online Advertising Playbook: Proven Strategies and Tested Tactics from the Advertising Research Foundation*](#) by Joe Plummer, John Wiley and Sons, 2007
- *Marketing in the New Media* by Holly Berkeley, International Self Counsel Press, 2007
- *Building the Knowledge Management Network: Best Practices, Tools, and Techniques for Putting Conversation to Work* by Cliff Figallo and Nancy Rhine. Wiley, 2002.
- *Infotopia: How Many Minds Produce Knowledge* by C.R. Sunstein. Oxford University Press, 2006.
- *Wikinomics: How Mass Collaboration Changes Everything* by Don Tapscott and Anthony D. Williams. Portfolio Hardcover Publishers, 2006.
- *Social Consequences of Internet Use: Access, Involvement, and Interaction* by James E. Katz and Ronald E. Rice. Cambridge, MA: MIT Press, 2003.
- *The Impact of the Internet on Our Moral Lives* by Robert J. Cavalier ed. Albany, NY: State University of New York Press, 2005.
- *Unleashing Web 2.0: From Concepts to Creativity* by Gottfried Vossen and Stephan Hagemann. Morgan Kaufmann (2007)