



Social Dynamics of the Internet 2018-2019 Michaelmas Term

Lectures Mondays, Weeks 1-8, 9:00 – 10:30
Lecture Theatre, St Cross College, Oxford, OX1 3LZ

Seminars Weekly; Workshops every other week

Professor Gina Neff

Associate Professor and Senior Research Fellow, Oxford Internet Institute,
gina.neff@oii.ox.ac.uk

Teaching Assistant(s)

Mia Hassoun amelia.hassoun@oii.ox.ac.uk

Allison Mishkin allison.mishkin@oii.ox.ac.uk

Background

This course centres on the changing roles for theory in social research about the internet and digital technologies. This course focuses on foundational concepts of social science theory, and students read these concepts alongside emerging theories in internet studies, broadly defined. Thus, each week pairs so-called “classic” social science theory with the latest thinking in internet studies. In this regard, one overarching goal of this course is to map the continuities and breaks in serious social scientific thought between the 20th and the 21st centuries.

This course is not an overview of all social science research on digital life. This course is not an overview of all theories about digital life. Rather, this course builds a conceptual scaffolding—only one of *many* different possibilities—for students to use to begin their own explorations. For MSc students, this means that this course provides *one* launching point for the literature review that will shape their masters thesis, hopefully a starting point that helps students to build their own connections across ideas in social science and eventually develop their own conceptual scaffolding. For DPhil students, the hope is that this course provides the beginning of the ‘meta-theoretical’ work that is required of them to produce their own doctoral level research (See the supplemental reading list for DPhil students for more information).

This course builds on a broad foundation in social science theory, including communication studies, sociology, anthropology and political science. The course aims to give students who come from a variety of disciplinary backgrounds a common grounding in both social science and in a few important research themes in internet studies. By introducing themes in internet studies alongside some of the main theoretical traditions in the social sciences, this course helps students to assess the strengths and limitations of particular theories for studying digital phenomena.

Key Themes

Three key themes connect the topics of this course. Students are expected to bear these in mind when undertaking course readings or attending classes:

1. How useful are social theories for explaining or predicting behaviour and social change in a digital era?
2. How do different scholarly disciplines contribute to our understanding and knowledge of the social implications of the internet? What are the assumptions made, and how powerful—or uncertain—are the findings? Are the findings from different disciplines complementary, or at odds with another?
3. How can social theory help scholars to measure, observe, assess or predict the impacts and effects of digital technology on behaviour, culture, or society?

Course Objectives

The course will identify the strengths and weaknesses of different social science approaches and present a toolkit for comparing social theories. The course will anchor internet studies in key social science conceptual foundations including norms, socialisation, power and stratification, and institutions. These concepts will be applied to the role of information and communication technology in everyday life, social and technological affordances, online cultures, platform economies, and algorithmic inequality. The hope is that the course will introduce the breadth and variety of substantive areas of study of the internet, while introducing students to concepts to help them anchor further in-depth study of a particular area.

The course will also introduce different social science disciplines and theories that address the social implications of the internet and related information and communication technologies. These include media and communications, politics, sociology, and anthropology. Topics include theories of social shaping and technological determinism, social network theory, online identity formation, and online political mobilization.

Learning Outcomes

By the end of the course, students will be able to:

- Identify major social science theories and debates about new information and communication technologies.

- Articulate how social science theory “works” and how social science theory differs from other ways of knowing.
- Apply an existing social science theory to a digital phenomenon, broadly defined.
- Compare two or more social science theories and evaluate their explanatory power for a particular phenomenon.
- Develop an extended explanation of how a particular theory ‘fits’ into either a conceptual framework of social science *or* in a larger scholarly conversation.
- Identify how theories from across the social sciences overlap or diverge.
- Situate contemporary and emerging social phenomena relating to internet phenomena in a broader social science theoretical framework.
- Generate potential areas for empirical research from existing social theory.
- Develop research questions based on identification and application of social science theory.

Teaching Arrangements

The course will be taught during Michaelmas term in eight weekly classes, each consisting of a lecture followed by seminars. There will also be bi-weekly workshops led by a teaching assistant addressing examination preparation.

Students are required to write one short (1,500–3,000 words) essay on any of the 8 topics covered. This **formative** essay will provide a means for students to obtain feedback on the progress they have achieved but does not contribute to the final grade for the course. The formative essay is due at noon on Friday of week 5.

Note

Students should note that over the course of the year, small changes may be made to the content, dates or teaching arrangements set out in this reading list, at the course provider's discretion. These changes will be communicated to students directly and will be noted on the internal course information website.

Assessment

The course will be formally assessed by an examination of three hours that will take place in the 0 week of Hilary term. The examination will consist of eight questions of which any three must be answered. Any student who fails the examination will need to follow the rules set out in the OII *Examining Conventions* regarding re-sitting failed examinations.

Please note that the assessment for this course is different for DPhil students. DPhil students should please refer to their Graduate Studies Handbook for guidance.

Topics

Week 1	Oct 8	The end of theory in the digital age?
Week 2	Oct 15	Norms & Social Control : Emerging Online Cultures
Week 3	Oct 22	Structure & Agency : Affordances/Constraints, Social Shaping
Week 4	Oct 29	Socialisation : Online Identities
Week 5	Nov 5	Community : Networks

Week 6	Nov 12	Stratification and Inequalities : Algorithmic Inequality
Week 7	Nov 19	Institutions : Platforms
Week 8	Nov 26	Political Power & Social Movements

Key to Readings

A reading list is given below for each class. Required readings are essential and must be read by all students in preparation for the class. Optional “Applications” readings are written for the non-specialist audience, often by social scientists, explaining or applying key concepts from the class. “Further Reading” is a guide to start for preparation for the assessments for the end of the course or for those who wish deeper study on a particular topic. Many topics include bibliographies written by experts in the field also to guide preparation in these particular areas.

Week 1: The End of Theory in the Digital Age?

Required

Rojas, Fabio. *Theory for the Working Sociologist*. Columbia University Press, 2017.
Read the Preface and Chapter 1.

Fuchs, Christian. “What are social media and big data?” *Social Media: A Critical Introduction*. SAGE, 2017. Focus on pages 45–49, Sections 2.2: “The need of social theory for understanding social media” and 2.3 “Explaining social media with Durkheim, Weber, Marx and Tönnies”. <http://dx.doi.org/10.4135/9781446270066.n2>

Schroeder, Ralph. *Social Theory After the Internet*. UCL Press, 2018.
<http://discovery.ucl.ac.uk/10040801/1/Social-Theory-after-the-Internet.pdf> . Read sections 7.2 and 7.3

Graham, Mark, and William H. Dutton. “Introduction.” In *Society and the Internet*, edited by Mark Graham and William H. Dutton, 1–20. Oxford University Press, 2014.
<https://doi.org/10.1093/acprof:oso/9780199661992.003.0001>.

Neumann, Russell W. *The Digital Difference: Media Technology and the Theory of Communication Effects*. Harvard University Press, 2016.
<https://ebookcentral.proquest.com/lib/oxford/detail.action?docID=4603293#> Read the prologue.

Applications

Anderson, Chris. “The End of Theory.” *Wired Magazine*, June 2008.
<https://www.wired.com/2008/06/pb-theory/>

Alba, Davey. “How Duterte Used Facebook to Fuel the Philippine Drug War”. 2018.
<https://www.buzzfeednews.com/article/daveyalba/facebook-philippines-dutertes-drug-war>

Larson, Chris. “Shades of green: What gig economy workers can learn from the success of romance writers” 2018.
<https://theconversation.com/shades-of-green-what-gig-economy-workers-can-learn-from-the-success-of-romance-writers-88379>

Greenfield, Adam. "A Sociology of the Smartphone", 2017.
<https://longreads.com/2017/06/13/a-sociology-of-the-smartphone/>

Further Reading

Marres, Noortje. "What is Digital Sociology" *Digital Sociology*. Polity 2017.

Mills, C. Wright. *The Sociological Imagination*. Oxford University Press, 1959. Particularly "Chapter 1: The Promise." And "Appendix: On Intellectual Craftsmanship."
<https://ebookcentral.proquest.com/lib/oxford/detail.action?docID=497661#>

Woodwell, Douglas. "Causal Theory" and "Applying Theory and Evaluating the 'Real World'" *Research Foundations: How Do We Know What We Know?*. SAGE, 2014.
<http://dx.doi.org/10.4135/9781506374734>.

Wise, Alyssa Friend, and David Williamson Shaffer. "Why Theory Matters More than Ever in the Age of Big Data." *Journal of Learning Analytics* 2, no. 2 (2015): 5-13. (2015).
<http://dx.doi.org/10.18608/jla.2015.22.2>

Mazzocchi, Fulvio. "Could Big Data Be the End of Theory in Science?" *EMBO Reports* 16, no. 10 (October 1, 2015): 1250–55. <https://doi.org/10.15252/embr.201541001>.

Borgotti, Stephen, "How to Theorize", *Analytical Technologies* 1997.
<http://www.analytictech.com/mb313/howto.htm>

Greenfield, Adam. *Radical Technologies: The Design of Everyday Life*. Verso, 2017.

Lave, Charles A. and March, James G. *An Introduction to Models in the Social Sciences*. Harper & Row, 1975. Pp 1-7.

Waisbord, Silvio. "Media Sociology" *Oxford Bibliographies*.
<https://doi.org/10.1093/obo/9780199756841-0064>

Bruce, Steve. *Sociology: A Very Short Introduction*. Oxford University Press, 2018 (2nd ed.)

Craig, Robert T. "For a Practical Discipline" *Journal of Communication*, 68,2, (2018), Pages 289–297, <https://doi.org/10.1093/joc/jqx013>.

Week 2: Norms & Social Control : Emerging Online Cultures

Required

Hechter, Michael, and Karl-Dieter Opp, eds. *Social norms*. Russell Sage Foundation, 2001. "Introduction" https://www.russellsage.org/sites/default/files/hechter_chapter1_pdf_0.pdf.

Elster, Jon. "Norms." In *The Oxford Handbook of Analytical Sociology*, edited by Peter Hedström and Peter Bearman, 195–217. Oxford University Press, 2009.
<http://ebookcentral.proquest.com/lib/oxford/detail.action?docID=800880>. Focus on section "introduction" pp 195-199.

Miller, Daniel et al *How the World Changed Social Media*. UCL Press, 2016.
<http://discovery.ucl.ac.uk/1474805/1/How-the-World-Changed-Social-Media.pdf>. Read Chapter 1 and 4.

Nakamura, Lisa. "Gender and Race Online." In *Society and the Internet*, edited by Mark Graham and William H. Dutton, 81–96. Oxford University Press, 2014.
<https://doi.org/10.1093/acprof:oso/9780199661992.003.0006>.

Applications

Tworek, Christina. "Freaks, geeks, norms and mores: why people use the status quo as a moral compass" *The Conversation*. <https://theconversation.com/freaks-geeks-norms-and-mores-why-people-use-the-status-quo-as-a-moral-compass-59046> (July 8, 2016)

Viner, Katharine. "How technology disrupted the truth" *The Guardian* 12 July 2016,
<https://www.theguardian.com/media/2016/jul/12/how-technology-disrupted-the-truth>

Margolin, Madison. "Kosher Internet: A Niche, But Necessary Market for Ultra-Orthodox Jews" https://motherboard.vice.com/en_us/article/8q8k45/kosher-internet-filters (October 8, 2016).

Further Reading

McLaughlin, Caitlin, and Jessica Vitak. "Norm Evolution and Violation on Facebook." *New Media & Society* 14, no. 2 (March 2012): 299–315. <https://doi.org/10.1177/1461444811412712>.

Massanari, Adrienne. "#Gamergate and The Fapping: How Reddit's Algorithm, Governance, and Culture Support Toxic Technocultures." *New Media & Society* 19, no. 3 (March 1, 2017): 329–46. <https://doi.org/10.1177/1461444815608807>.

Schudson, Michael. "The objectivity norm in American journalism" *Journalism* 2, 2 (2001) pp. 149 – 170. <https://doi.org/10.1177/146488490100200201>

Tsfati, Yariv. "Media Effects." Oxford University Press, February 23, 2011.
<https://doi.org/10.1093/obo/9780199756841-0081>.

Week 3: Structure & Agency : Affordances/Constraints, Social Shaping

Required

Giddens, Anthony. "Structuration Theory, Empirical Research and Social Critique" *The Constitution of Society: Outline of the Theory of Structuration*. Polity, 1984. Focus on pages 281-286.
http://solo.bodleian.ox.ac.uk/primo-explore/fulldisplay?docid=oxfaleph020404215&context=L&vid=SOLO&search_scope=LSCOP_ALL&isFrbr=true&tab=local&lang=en_US

MacKenzie, Donald A., and Judy Wajcman. "Introduction" *The Social Shaping of Technology*. 2nd ed. Buckingham, UK: Open University Press, 1999.
[https://eprints.lse.ac.uk/28638/1/Introductory%20essay%20\(LSERO\).pdf](https://eprints.lse.ac.uk/28638/1/Introductory%20essay%20(LSERO).pdf) or
http://solo.bodleian.ox.ac.uk/primo-explore/fulldisplay?docid=oxfaleph013610052&context=L&vid=SOLO&search_scope=LSCOP_ALL&tab=local&lang=en_US

Nagy, Peter, and Gina Neff. "Imagined Affordance: Reconstructing a Keyword for Communication Theory." *Social Media + Society* 1, no. 2 (September 22, 2015): 205630511560338. <https://doi.org/10.1177/2056305115603385>.

Applications

Friend, Tad. "Superior Intelligence." *The New Yorker*, May 14, 2018. <http://ezproxy-prd.bodleian.ox.ac.uk:2463/shax/infomark.do?docType=IAC&prodId=SHAX&tabID=T013&searchType=AdvancedSearchForm&type=retrieve&version=1.0&userGroupName=oxford&docId=A539669736&contentSet=IAC-Documents&source=gale>

Bogost, Ian. "More Bridges Will Collapse." *The Atlantic* <https://www.theatlantic.com/technology/archive/2018/08/the-age-of-precarious-infrastructure/567493/>.

Klinenberg, Eric. "Worry less about crumbling roads, more about crumbling libraries." *The Atlantic* <https://www.theatlantic.com/ideas/archive/2018/09/worry-less-about-crumbling-roads-more-about-crumbling-libraries/570721/>.

Further Reading

Rose, Gillian. "Posthuman Agency in the Digitally Mediated City: Exteriorization, Individuation, Reinvention." *Annals of the American Association of Geographers* 107, no. 4 (July 4, 2017): 779–93. <https://doi.org/10.1080/24694452.2016.1270195>.

Bucher, Taina, and Anne Helmond. "Social Media Affordances and Interfaces." In *Sage Handbook of Social Media*. Sage Publishing, 2016. In Burgess, Jean, Alice E. Marwick and Thomas Poell *The Sage handbook of social media*. Sage, 2017. <https://ebookcentral.proquest.com/lib/oxford/reader.action?ppg=256&docID=5151795&tm=1538582842787>

Marres, Noortje and Carolyn Gerlitz. "Interface Methods: Renegotiating relations between digital social research, STS and sociology". *Sociological Review*, February 2016, Vol.64(1), pp.21-46. http://solo.bodleian.ox.ac.uk/primo-explore/fulldisplay?docid=TN_wj10.1111/1467-954X.12314&context=PC&vid=SOLO&search_scope=LSCOP_ALL&tab=local&lang=en_US

Leeds-Hurwitz, Wendy. "Social Construction" *Oxford Bibliographies*. DOI: 10.1093/obo/9780199756841-0106. <http://www.oxfordbibliographies.com/view/document/obo-9780199756841/obo-9780199756841-0106.xml>

Winner, Langdon. "Do artifacts have politics?." *Daedalus* (1980): 121-136. https://ezproxy-prd.bodleian.ox.ac.uk:4228/stable/20024652?seq=1#metadata_info_tab_contents

Klein, Hans K. and Daniel Lee Kleinman. "The Social Construction of Technology: Structural Considerations" *Science, Technology, & Human Values* Vol. 27, No. 1 (Winter, 2002), pp. 28-52. <https://www.jstor.org/stable/690274>

Boczkowski, Pablo J. "Mutual Shaping of Users and Technologies in a National Virtual Community", *Journal of Communication*, Volume 49, Issue 2 (1 June 1999) Pages 86–108, <https://doi.org/10.1111/j.1460-2466.1999.tb02795.x>

Haddon, Leslie. Domestication Analysis, Objects of Study, and the Centrality of Technologies in Everyday Life, *Canadian Journal of Communication*. 2011. 36: 311-323. https://search.proquest.com/docview/884630276?rfr_id=info%3Axri%2Fsid%3Aprimo

Fischer, Claude S. *America Calling: A Social History of the Telephone to 1940 Social*. University of California Press, 1992. <https://www.fulcrum.org/concern/monographs/ln79h435t>

Marvin, Carolyn. *When Old Technologies Were New*. Oxford University Press, 1990. <https://ebookcentral.proquest.com/lib/oxford/detail.action?docID=273386>

Kline, Ronald, and Trevor Pinch. "Users as agents of technological change: The social construction of the automobile in the rural United States." *Technology and culture* 37, no. 4 (1996): 763-795. <https://www.jstor.org/stable/3107097>

Pinch, Trevor J., and Wiebe E. Bijker. "The social construction of facts and artifacts: Or how the sociology of science and the sociology of technology might benefit each other." *The social constructions of technological systems: New directions in the Sociology and History of Technology*, edited by Bijker, Hughes and Pinch. MIT Press, 1989. Pp 17-50. <https://pub.maastrichtuniversity.nl/4364aa10-6969-482a-82a3-d266e1c054a9>

Cerulo, Karen A. "Nonhumans in Social Interaction" *Annual Review of Sociology* Vol. 35:531-552 (11 August 2009). <https://doi.org/10.1146/annurev-soc-070308-120008>
<https://www.annualreviews.org/doi/full/10.1146/annurev-soc-070308-120008>

Week 4: Socialisation : Online Identities

Required

Marwick, Alice E. "Online Identity." In *A Companion to New Media Dynamics*, 355–64. Wiley-Blackwell, 2013. <https://doi.org/10.1002/9781118321607.ch23>.
<https://ebookcentral.proquest.com/lib/oxford/reader.action?docID=3422436&ppg=377>

Hogan, Bernie. "The Presentation of Self in the Age of Social Media: Distinguishing Performances and Exhibitions Online." *Bulletin of Science, Technology & Society* 30, 6 (Dec 2010), 377-386. <https://doi.org/10.1177/0270467610385893>

Bullingham, Liam, and Ana C. Vasconcelos. "The Presentation of Self in the Online World': Goffman and the Study of Online Identities." *Journal of Information Science* 39, no. 1 (February 2013): 101–12. <https://doi.org/10.1177/0165551512470051>.

Marwick, Alice E., and danah boyd. "I Tweet Honestly, I Tweet Passionately: Twitter Users, Context Collapse, and the Imagined Audience." *New Media & Society* 13, no. 1 (February 2011): 114–33. <https://doi.org/10.1177/1461444810365313>.

Applications

Urist, Jacoba. "How Real are Facebook Friendships?" *The Atlantic* (4 Feb 2015). <https://www.theatlantic.com/health/archive/2015/02/how-real-are-facebook-friendships/384780/>

D'Costa, Krystal. "Anthropology in Practice: What Drives Our Quest for the Perfect Instagram Picture?" *Scientific American* September 26, 2018.
<https://blogs.scientificamerican.com/anthropology-in-practice/what-drives-our-quest-for-the-perfect-instagram-picture/>.

Sutton, Theodora. "The Facebook group fighting anti-tech rhetoric" *New Statesman* 24th July 2018. <https://tech.newstatesman.com/guest-opinion/facebook-group-fighting-anti-tech-rhetoric>.

Further Reading

Goffman, Erving. "The Interaction Order: American Sociological Association, 1982 Presidential Address" *American Sociological Review* Vol. 48, No. 1 (Feb., 1983), pp. 1-17 (17 pages) DOI: 10.2307/2095141 ; <https://www.jstor.org/stable/2095141>

Lee, Eun-Ju and Soo Youn Oh, "Computer-Mediated Communication" *Oxford Bibliographies* DOI: 10.1093/obo/9780199756841-0160;
<http://www.oxfordbibliographies.com/view/document/obo-9780199756841/obo-9780199756841-0160.xml>

Cheney-Lippold, John. *We Are Data: Algorithms and the Making of Our Digital Selves*. 2017. New York: NYU Press. Introduction, "Categorization: Making Data Useful", and "Privacy: Wanted Dead or Alive". <https://ebookcentral.proquest.com/lib/oxford/detail.action?docID=4717752>

Baym, Nancy K. *Personal connections in the digital age*. John Wiley & Sons, 2015. Ch. 5 "New Relationships, New Selves?" http://solo.bodleian.ox.ac.uk/primo-explore/fulldisplay?docid=oxfaleph020390657&context=L&vid=SOLO&search_scope=LSCO P_ALL&isFrbr=true&tab=local&lang=en US

boyd, danah. *It's Complicated: The Social lives of networked teens*. Yale, 2014.
http://solo.bodleian.ox.ac.uk/primo-explore/fulldisplay?docid=oxfaleph019667425&context=L&vid=SOLO&search_scope=LSCO P_ALL&isFrbr=true&tab=local&lang=en US

Eslami, Motahhare et al. First I "like" it, then I hide it: Folk Theories of Social Feeds. 2016. *Human Factors in Computing Systems Conference (CHI)*.
https://dl.acm.org/ft_gateway.cfm?id=2858494&ftid=1715283&dwn=1&#URLTOKEN#

Eslami, Motahhare et al. "I always assumed that I wasn't really that close to [her]:" Reasoning about invisible algorithms in the news feed. 2015. *Proceedings of the 33rd Annual SIGCHI Conference on Human Factors in Computing Systems, Association for Computing Machinery (ACM): 153-162*.
https://dl.acm.org/ft_gateway.cfm?id=2702556&ftid=1564795&dwn=1&#URLTOKEN#

Boellstorff, Tom. *Coming of age in Second Life: An anthropologist explores the virtually human*. Princeton University Press, 2008. http://solo.bodleian.ox.ac.uk/primo-explore/fulldisplay?docid=oxfaleph020411891&context=L&vid=SOLO&search_scope=LSCOP_ALL&isFrbr=true&tab=local&lang=en US Particularly Ch. 5 "Personhood".

Gray, Mary L. *Out in the country: Youth, media, and queer visibility in rural America*. NYU Press, 2009. Particularly Ch 7: Conclusion: Visibly Out in the Country.
http://solo.bodleian.ox.ac.uk/primo-explore/fulldisplay?docid=oxfaleph017232396&scontext=L&vid=SOLO&search_scope=LSCO P_ALL&tab=local&lang=en US

Pearce, K.E. & Vitak, J. “Performing Honor Online: The affordances of social media for surveillance and impression management in an honor culture.” *New Media & Society* 2016 Dec, Vol.18(11), pp.2595-2612. <http://journals.sagepub.com/doi/abs/10.1177/1461444815600279>

Ellison, Nicole B., Jessica Vitak, Rebecca Gray, and Cliff Lampe. “Cultivating Social Resources on Social Network Sites: Facebook Relationship Maintenance Behaviors and Their Role in Social Capital Processes.” *Journal of Computer-Mediated Communication* 19, no. 4 (July 2014): 855–70. <https://doi.org/10.1111/jcc4.12078>.
<https://academic.oup.com/jcmc/article/19/4/855/4067566>

Donath, Judith. “Constructing Identity.” *The Social Machine* MIT Press, 2014.
http://solo.bodleian.ox.ac.uk/primo-explore/fulldisplay?docid=oxfaleph019750511&context=L&vid=SOLO&search_scope=LSCOP_ALL&tab=local&lang=en_US

Tal-Or, Nurit. “Impression Management” *Oxford Bibliographies* DOI: 10.1093/obo/9780199756841-0120
<http://www.oxfordbibliographies.com/view/document/obo-9780199756841/obo-9780199756841-0120.xml>

Deuze, Mark. “Media life.” *Media, Culture & Society* 33, no. 1 (2011): 137-148.
<https://doi.org/10.1177/0163443710386518>.

Week 5: Community : Networks

Required

Kadushin, Charles. *Understanding Social Networks: Theories, Concepts, and Findings*. Oxford University Press, 2012. “Introduction” and “10 Master Ideas of Social Networks”.
http://solo.bodleian.ox.ac.uk/primo-explore/fulldisplay?docid=oxfaleph019277905&context=L&vid=SOLO&search_scope=LSCOP_ALL&tab=local&lang=en_US

González-Bailón, Sandra. “Online Social Networks and Bottom-up Politics.” In *Society and the Internet*, edited by Mark Graham and William H. Dutton, 209–22. Oxford University Press, 2014. <https://doi.org/10.1093/acprof:oso/9780199661992.003.0014>.

Applications

Watts, Duncan. “Is Justin Timberlake a Product of Cumulative Advantage?” *New York Times Magazine* 15 April 2007.
<https://www.nytimes.com/2007/04/15/magazine/15wwlnidealab.t.html>

Gray, Mary. “When Science, Customer Service, and Human Subjects Research Collide. Now What?” *Culture Digitally*. <http://culturedigitally.org/2014/07/when-science-customer-service-and-human-subjects-research-collide-now-what/>

Johnson, Steven “The key lessons from *Where Good Ideas Come From*” Nov 27, 2013.
<https://medium.com/key-lessons-from-books/the-key-lessons-from-where-good-ideas-come-from-by-steven-johnson-1798e11becdb>

Chwieroth, Jeffrey M., Andrew Walter and Cohen R. Simpson “If Greece defaults, dominoes will not fall” *The Conversation* June 18, 2015.
http://eprints.lse.ac.uk/63667/1/Greece_dominoes.pdf

Further Reading

Hogan, Bernie. Break-ups and the limits of encoding love. In Papacharissi, Z., ed. *A Networked Self and Love*. Routledge, 2018. Pp. 113-128. http://solo.bodleian.ox.ac.uk/primo-explore/fulldisplay?docid=oxfaleph021231031&context=L&vid=SOLO&search_scope=LSCOP_ALL&isFrbr=true&tab=local&lang=en_US

Kane, Gerald et al. “What’s Different About Social Media Networks? A framework and a research agenda” *MIS Quarterly* 38 (1): 275-304. <http://ezproxy-prd.bodleian.ox.ac.uk:2090/login.aspx?direct=true&db=bth&AN=94003272&site=ehost-live&authtype=ip,uid>

Podolny, J. M., & Page, K. L. “Network forms of organization.” *Annual review of sociology*, 1998, 24(1), 57-76. <https://www.annualreviews.org/doi/full/10.1146/annurev.soc.24.1.57>

Monge, Peter, and Drew Margolin. “Communication Networks.” *Oxford Bibliographies*. Oxford University Press, January 11, 2012. <https://doi.org/10.1093/obo/9780199756841-0025>.

Castells, Manuel (2009). *Communication Power*. Oxford University Press.
<https://ebookcentral.proquest.com/lib/oxford/detail.action?docID=472226>

DiMaggio, Paul and Filiz Garip. “Network Effects and Social Inequality” *Annual Review of Sociology* Vol. 38:93-118 <https://doi.org/10.1146/annurev.soc.012809.102545>.

Watts, Duncan J. “The “New” Science of Networks” *Annual Review of Sociology* Vol. 30:243-270 <https://doi.org/10.1146/annurev.soc.30.020404.104342>

Neal, Zachary P. “Community” *Oxford Bibliographies*.
<https://doi.org/10.1093/obo/9780199756384-0080>

Rojas, Hernando and Matthew Barnidge “Social Capital”. *Oxford Bibliographies*
<https://doi.org/10.1093/obo/9780199756841-0115>

Week 6: Stratification and Inequalities : Algorithmic Inequality

Required

Grusky, David B. and Katherine Weishaar. “The Questions We Ask About Inequality.” In Grusky, David B. ed. *Social stratification: Class, race, and gender in sociological perspective*. 4th ed. Routledge, 2018.

http://solo.bodleian.ox.ac.uk/primo-explore/fulldisplay?docid=oxfaleph021230030&context=L&vid=SOLO&search_scope=LSCOP_ALL&isFrbr=true&tab=local&lang=en_US

Gillespie, Tarleton The Relevance of Algorithms. In Gillespie, Boczkowski & Foot, eds. *Media Technologies*. MIT Press, 2014.

<https://ebookcentral.proquest.com/lib/oxford/reader.action?docID=3339732&ppg=182>

Napoli, Philip and Jonathan Obar “The Emerging Mobile Internet Underclass: A Critique of Mobile Internet Access,” *The Information Society* 2015 (30) 5, 323-334.
<https://doi.org/10.1080/01972243.2014.944726>

Applications

Eubanks, Virginia. 2018. “We Created Poverty. Algorithms Won’t Make That Go Away.”
<https://www.theguardian.com/commentisfree/2018/may/13/we-created-poverty-algorithms-wont-make-that-go-away>

Waddell, Kaveh. 2016. “How Big Data Harms Poor Communities”
<https://www.theatlantic.com/technology/archive/2016/04/how-big-data-harms-poor-communities/477423/>

Buolamwini, Joy and Timnit Gebru. “Gender shades” <http://gendershades.org/>

Further Reading

Anderson, Robert. “Social Stratification” *Oxford Bibliographies*.
<https://doi.org/10.1093/obo/9780199756384-0053>

Grusky, David B and Szonja Szelenyi. “The Stories we tell about inequality” in Grusky, David B. ed. *Social stratification: Class, race, and gender in sociological perspective*. 4th ed. Routledge, 2018. Grusky’s *Social Stratification* has been a longstanding handbook of readings on the topic from a wide set of perspectives. http://solo.bodleian.ox.ac.uk/primo-explore/fulldisplay?docid=oxfaleph021230030&context=L&vid=SOLO&search_scope=LSCO P_ALL&isFrbr=true&tab=local&lang=en_US

Crawford, Kate, and Jason Schultz. "Big data and due process: Toward a framework to redress predictive privacy harms." *BCL Rev.* 55 (2014): 93.
<https://heinonline.org/HOL/P?h=hein.journals/bclr55&i=100>

Gillespie, Tarleton. Algorithm. In Peters, B. (Ed.). *Digital keywords: a vocabulary of information society and culture*. Princeton University Press, 2016.

Pasquale, Frank. *The Black Box Society*. Harvard University Press, 2015.

Turow, Joseph *The Aisles Have Eyes: How Retailers Track Your Shopping, Strip Your Privacy, and Define Your Power*. 2017. New Haven: Yale University Press.

Hicks, Marie. *Programmed Inequality: How Britain Discarded Women Technologists and Lost its Edge in Computing* MIT Press. 2017.

Donner, Jonathan. *After Access: Inclusion, Development, and a More Mobile Internet*. MIT Press, 2015.

Week 7: Institutions : Platforms

Required

Powell, Walter W., and Paul J. DiMaggio. *The New Institutionalism in Organizational Analysis*. University of Chicago Press, 2012. "Introduction" https://woodypowell.com/wp-content/uploads/2012/03/5_dimaggioandpowell_intro.pdf

Noble, Safiya Umoja. *Algorithms of Oppression: How search engines reinforce racism*. NYU Press, 2018. "Introduction" and Chapter 1: "A Society, Searching". ("Conclusion: Algorithms of Oppression contains useful first-hand experience from a small business owner).

Bucher, Taina. *If...then: Algorithmic Power and Politics*. "Programming the News: When Algorithms Come to Matter" <https://doi.org/10.1093/oso/9780190493028.003.0006>

Van Dijck, José. *The culture of connectivity: A critical history of social media*. Oxford University Press, 2013. "The Ecosystem of Connective Media: Lock In, Fence Off, Opt Out" <http://www.oxfordscholarship.com/view/10.1093/acprof:oso/9780199970773.001.0001/acprof-9780199970773-chapter-8>

Applications

Zuckerman, Ethan. "This Is So Much Bigger Than Facebook" *The Atlantic* 23 March 2018. <https://www.theatlantic.com/technology/archive/2018/03/data-misuse-bigger-than-facebook/556310/>

Vaidhyanathan, Siva. "Why Facebook will never be free of fakes" *New York Times* 5 September 2018. <https://www.nytimes.com/2018/09/05/opinion/facebook-sandberg-congress.html>

Crawford, Kate and Vladan Joler. "Anatomy of an AI System. <https://anatomyof.ai/>

Further Reading

Broussard, Meredith. *Artificial Unintelligence*. MIT Press, 2018.

http://solo.bodleian.ox.ac.uk/primo-explore/fulldisplay?docid=oxfaleph021214330&context=L&vid=SOLO&search_scope=LSCOP_ALL&tab=local&lang=en_US

Mayer-Schönberger, Viktor, and Thomas Ramge. *Reinventing Capitalism in the Age of Big Data*. Basic Books, 2018.

Lawson-Borders, Gracie. "Theories of Media Economics." *Oxford Bibliographies*, Oxford University Press, June 26, 2012. <https://doi.org/10.1093/obo/9780199756841-0118>.

Vaidhyanathan, Siva. *AntiSocial Media*. Oxford University Press, 2018.

Gillespie, Tarleton. *Custodians of the Internet: Platforms, content moderation, and the hidden decisions that shape social media*. Yale University Press, 2018.

Vaidhyanathan, Siva. *The Googlization of everything: (and why we should worry)* University of California Press, 2011.

<https://ebookcentral.proquest.com/lib/oxford/detail.action?docID=656365>

Mosco, Vincent. "Political Economy." *Oxford Bibliographies*. Oxford University Press, February 23, 2011. <https://doi.org/10.1093/obo/9780199756841-0086>.

Jackson, Steven J. "Rethinking Repair" In Gillespie, Boczkowski & Foot, eds. *Media Technologies*. 2014. Cambridge MA: MIT Press.
<https://ebookcentral.proquest.com/lib/oxford/reader.action?docID=3339732&ppg=236>

Week 8: Political Power & Social Movements

Required

King, Gary, Jennifer Pan, and Margaret E. Roberts. "How censorship in China allows government criticism but silences collective expression." *American Political Science Review* 107, no. 2 (2013): 326-343. <https://doi.org/10.1017/S0003055413000014>

Zayani, Mohamed. *Networked Publics and Digital Contention: The Politics of Everyday Life in Tunisia*. Oxford University Press, 2015.
<http://www.oxfordscholarship.com/view/10.1093/acprof:oso/9780190239763.001.0001/acprof-9780190239763>. "Introduction" and "Mediatizing the Revolution".

Papacharissi, Zizi. "Affective publics and structures of storytelling: Sentiment, events and mediality" *Information Information, Communication & Society* 19 (3), 307-324.
<https://doi.org/10.1080/1369118X.2015.1109697>

Applications

McKew, Molly. Brett Kavanaugh and the information terrorists trying to reshape America. *Wired* <https://www.wired.com/story/information-terrorists-trying-to-reshape-america/>.

Tufekci, Zeynep. "Techno-sociologist Zeynep Tufekci on sexual assault and a culture of fear" *Financial Times* 7 Dec 2017
https://search.proquest.com/docview/1985250413?rfr_id=info%3Axri%2Fsid%3Aprimo

Marwick, Alice and Rebecca Lewis. "Media Manipulation and Disinformation Online." <https://datasociety.net/output/media-manipulation-and-disinfo-online/>.

Further Reading

Weber, Max. "Politics as a Vocation". Translated by Guenther Roth and C. Wright Mills, *From Max Weber* Oxford University Press, 1946.
https://archive.org/details/weber_max_1864_1920_politics_as_a_vocation/page/n19

Margetts, Helen, Peter. John, Scott. Hale, and Taha. Yasseri. *Political Turbulence : How Social Media Shape Collective Action*. Princeton, New Jersey, 2016.
<http://web.a.ebscohost.com/ehost/detail/detail?vid=0&sid=d375d815-87f5-47db-9e6b-ab661e7e2f12%40sdc-v-sessmgr01&bdata=JnNpdGU9ZWwhvc3QtbGl2ZQ%3d%3d#AN=1063805&db=nlebk>

Beyer, Jessica. *Expect Us: Online Communities and Political Mobilization*. Oxford University Press, 2014. <http://www.oxfordscholarship.com/view/10.1093/acprof:oso/9780199330751.001.0001/acprof-9780199330751>

Papacharissi, Zizi. *Affective Publics: Sentiment, technology, and politics*. Oxford University Press, 2014. <http://www.oxfordscholarship.com/view/10.1093/acprof:oso/9780199999736.001.0001/acprof-9780199999736>

Howard, Philip N. *The Digital Origins of Dictatorship and Democracy: Information Technology and Political Islam*. Oxford University Press, 2010. <http://www.oxfordscholarship.com/view/10.1093/acprof:oso/9780199736416.001.0001/acprof-9780199736416>

Stromer-Galley, Jennifer, and Ian Sheinheit. "Online Campaigning." *Oxford Bibliographies*. July 24, 2012. <https://doi.org/10.1093/obo/9780199756841-0059>.

Berman, David Elliot and Pickard, Victor. "Media Activism" *Oxford Bibliographies*. 2018. <https://doi.org/10.1093/obo/9780199756841-0201>

General Readings & Resources

The following are general readings in social theory, sociology, media theory, and technology theory that can help as you prepare for your assessments.

Burgess, Jean, Alice E. Marwick and Thomas Poell, eds. *The Sage handbook of social media*. Sage, 2017.

<https://ebookcentral.proquest.com/lib/oxford/reader.action?ppg=256&docID=5151795&tm=1538582842787>

Sloan, Luke and Annabel Quan-Haase, eds. *The Sage handbook of social media research methods*. Sage 2016. <http://methods.sagepub.com/book/the-sage-handbook-of-social-media-research-methods>

Neumann, Russell W. *The Digital Difference: Media Technology and the Theory of Communication Effects*. Harvard University Press, 2016.

Castells, Manuel. *Communication Power*. Oxford University Press, 2009.

Dutton, William & Graham, Mark. *Society and the Internet*. Oxford University Press, 2014.

Dutton, William *Handbook of Internet Studies*. Oxford University Press, 2013.

Bruce, Steve. *Sociology: A Very Short Introduction*. Oxford University Press, 2018 (2nd ed.)

Data sources:

Mapping Digital Media

<http://www.opensocietyfoundations.org/projects/mapping-digital-media>

Pew Internet and American Life Project <http://www.pewinternet.org/index.asp>

World Internet Project <http://www.worldinternetproject.net/>

Why We Post (case studies on social media from around the globe)

<https://www.ucl.ac.uk/why-we-post>

Journals:

This is just a biased sample of some of the journals in this area.

New Media & Society

Information, Communication & Society

Science, Technology & Human Values

Big Data & Society

Social Media & Society

Journal of Computer-Mediated Communication

Journal of Communication

International Journal of Communication