

Social Media Research

Autumn 2013 Thursday 6:00 PM AVC

Lecturer: Tae-Sik Kim

Office Hour: Wed 2:00 – 3:40 PM & Thu 4:00 – 5:40 PM

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➤ Course Objectives

This course examines the sociocultural impacts of social media, the most advanced form of human communicative technology. Grounded in the understanding of the relationship between technology and society, this course looks closely at technological features of social media as well as the cultural consequences of mediated interactions among people. The course then turns to particular issues in relation to the uses of social media. By reading a variety of research articles assigned in the course and participating in class discussions, students learn to develop their own research projects focusing on social media and its sociocultural impacts.

- Comprehend the relationship between technology and society.
- Understand various social impacts of social media.
- Review and analyze a variety of research articles on social media.
- Find important themes and methods of social media research
- Lead insightful discussions.
- Develop a research project by applying sociocultural experiences.

➤ Syllabus

Week 1. Course introduction

Week 2. Technology and culture

Week 3. What is Social Media?

Week 4. Research on Social Network Sites

Week 5. Social media and Politics

Week 6. Social Media and Social Changes

Week 7. Reading Week

Week 8. Social Media Marketing

Week 9. Social media and Intercultural Communication

Week 10. Social Media for the Old and the Young

Week 11. Social Media and Social Capital

Week 12: Class Conference 1.

Week 13. Class Conference 2.

➤ Literatures

Reading Articles: See, below.

➤ Teaching Methods

The format of the course is a combination of brief lectures and controlled discussions of various assigned readings.

All students are expected to read all articles assigned and to develop appropriate discussion questions. Each student is a discussion leader for an assigned week.

Students submit **a group research paper** with 2-4 colleagues (topic of student's choice in consultation with instructor; minimum 20 pages including references, figures, and tables).

➤ Assessment Methods

Response Papers (40 x 9 = 360) (Summarize Required Articles and Develop 3 discussion questions. **Submit by noon the day before each class** with the exception of Week 1, 11, 12, and 13 **No Late Paper Accepted**)

One Discussion Leader (140)

One Presentation (100): Week 12 or Week 13

Group Research Paper (400): Due- **Midnight, Monday 6. January. 2014** (*Late Paper – Subtract 5% for each day after the due date*)

Total: 1000

A: 900-1000

B: 800-899

C: 700-799

D: 600-699

E: 500-599

F: -499

➤ Study Materials

All materials, with the exception of book chapters available in the library and articles available online, will be provided in PDF format.

Week 2. Technology and culture

- McLuhan, M. "Understanding Media" Introduction, Chapter 1, and 2
- Mumford, L. "Technics and Civilization" Introduction and Chapter 1
- Castells, M. (2000). Toward a sociology of the network society. *Contemporary Sociology*, 29 (5), 693-699.

Week 3. What is Social Media

- Donath, J. "Sociable Media"
- Kietzmann, J. H., Silvestre, B. S., McCarthy, I. P., & Pitt, P. Unpacking the social media phenomenon: Towards a research agenda. *Journal of Public Affairs*. DOI: 10.1002/pa.1412.
- boyd, d. m., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), Available at
- Watch "An Anthropological Introduction to Youtube"

Week 4. Research on Social Network Sites

- Donath, J. (2007). Signals in social supernets. *Journal of Computer-Mediated Communication*, 13(1).
- boyd, danah (2010). I Tweet Honestly, I Tweet Passionately: Twitter Users, Context Collapse, and the Imagined Audience." *New Media and Society*, 13, 96-113
- Murthy, D. (2011). Twitter: microphone for the masses? *Media Culture and Society*, 33 (5), 779-789.

- Gershon, I. (2011). Un-friend my heart: Facebook, promiscuity, and heartbreak in a neoliberal age. *Anthropological Quarterly*, 84 (4), 865-894.

Week 5. Social media & Politics

- Gilmore, J. (2012). Ditching the pack: Digital media in the 2010 Brazilian congressional campaigns. *New Media and Society*, 14, 617-633
- Wattal, S., Schuff, D., Mandviwalla, M., & Williams, C. B. (2010). Web 2.0 and politics: the 2008 US presidential election and an e-politics research agenda. *Mis Quarterly*, 34(4), 669-688.
- Bond, R. M., Fariss, C. J., Jones, J. J., Kramer, A. D., Marlow, C., Settle, J. E., & Fowler, J. H. (2012). A 61-million-person experiment in social influence and political mobilization. *Nature*, 489(7415), 295-298.
- Larsson, A. O. & Moe, H (2011). Studying political microblogging: Twitter users in the 2010 Swedish election campaign. *New Media and Society*, 21, 1-19.

Week 6. Social Media and Social Changes

- Shirky, C. (2011). The political power of social media: Technology, the public sphere, and political change. *Foreign Affairs*.
- Cottle, S. (2011). Media and Arab uprisings 2011: Research note. *Journalism*, 12, 647-659.
- Sayed, N. (Towards the Egyptian Revolution: Activists' perceptions of social media for mobilization. *Journal of Arab & Muslim Media Research*, 4 (2-3), 273-298.
- Kavanaugh, A., Yang, S., Sheetz, S. Li, L.T., and Fox, E.A. (2011). Between a rock and a cell phone: Social Media Use during Mass Protests in Iran, Tunisia and Egypt. ACM Trans. Of CHI.
- Skinner, J. (2011). "Social media and revolution: The Arab Spring and the Occupy Movement as Seen through Three Information Studies Paradigms," *Sprouts: Working Papers on Information Systems*, 11(169).

Week 8. Social Media Marketing

- Curty, R. G., & Zhang, P. (2011). Social commerce: Looking back and forward. *Proceedings of the American Society for Information Science and Technology*, 48(1), 1-10.
- Chu, S. C. (2011). Viral advertising in social media: Participation in Facebook groups and responses among college-aged users. *Journal of Interactive Advertising*, 12(1), 30-43.

- Lim, Y., Chung, Y., & Weaver, P. A. (2012). The impact of social media on destination branding Consumer-generated videos versus destination marketer-generated videos. *Journal of Vacation Marketing*, 18(3), 197-206.
- Witkemper, C., Choong Hoon, L., & Waldburger, A. (2012). Social Media and Sports Marketing: Examining the Motivations and Constraints of Twitter Users. *Sport Marketing Quarterly*, 21(3), 170-183.

Week 9. Social Media and Intercultural Communication

- Pfister, D. S., & Soliz, J. (2011). (Re)Conceptualizing Intercultural Communication in a Networked Society. *Journal of International and Intercultural Communication*, 4, 246–251
- Sherri Grasmuck Jason Martin Shanyang Zhao (2009) Ethno-Racial Identity Displays on Facebook. *Journal of Computer-Mediated Communication*, 15, 158–188
- Fogg, B. J. & Izawa, D. (2008). Online Persuasion in Facebook and Mixi: A Cross-Cultural Comparison, *Persuasive*, 35-46.
- Kim, Y., Sohn, D. & Choi, S. M. (2011). Cultural difference in motivations for using social network sites: A comparative study of American and Korean college students. *Computers in Human Behavior*, 27 (1), 365–372.

Week 10. Social Media for the Old and the Young

- Subrahmanyam, K. & Greenfield, P. (2008). Online communication and adolescent relationships. *The Future of Children*, 18 (1), 119-146
- boyd, danah. (2007) “Why Youth (Heart) Social Network Sites: The Role of Networked Publics in Teenage Social Life.” MacArthur Foundation Series on Digital Learning – Youth, Identity, and Digital Media Volume (ed. David Buckingham). Cambridge, MA: MIT Press.
- Gibson, L., Moncur, W., Forbes, P., Arnott, J., Martin, C., & Bhachu, A. S. (2010, September). Designing social networking sites for older adults. In *Proceedings of the 24th BCS Interaction Specialist Group Conference* (pp. 186-194). British Computer Society.
- Harley, D., & Fitzpatrick, G. (2012). Appropriation of social networking by older people: two case studies.

Week 11. Social media and Social Capital

- Ellison, Lampe, Steinfield, Vitak (2010). With a little help from my friends. In Papacharissi, Z. (Ed). *A networked self: Identity, community, and culture on social network sites*. New York: Routledge.
- Tom Tong, S., Brandon, V. H., Langwell, L, & Walther, J. B. (2008). Too much of a good thing? The relationship between number of friends and interpersonal impressions on Facebook. *Journal of Computer-Mediated Communication*, 13, 531–549.
- Hampton, K. N, Lee, C., & Her, E. J. (2011). How new media affords network diversity: Direct and mediated access to social capital through participation in local social settings. *New Media and Society*, 13, 1031-1049
- Resnick, P. (2002). Beyond bowling together: Sociotechnical capital. In J.M. Carroll (Ed.), *HCI in the new millennium* (pp. 242-272). New York: Addison-Wesley.