

# Seminar on the Network Society Professor Manuel Castells Spring 2011

Annenberg School for Communication & Journalism

Comm 647                      Room 228  
Monday 3:30 p.m. – 6:20 p.m.  
(213) 821-2079

Office Hours by Appointment  
Tuesdays 9:30 a.m. – 12:30 p.m.

## Description of the Seminar

This is an advanced research seminar that aims to analyze the network society in its various dimensions. It will study the interaction between communication technology, society, economy, politics, and culture in an interdisciplinary and cross-cultural perspective. The focus of the seminar will be the generation of new knowledge on these issues. Students will be required to develop research and original thinking, and to engage in empirical, analytical work leading to research papers. Students are welcome to use the seminar to develop research related to their theses and dissertations.

The seminar will be organized around three elements:

- a) A series of **presentations by the instructor on selected themes**, followed by in-depth discussion in the seminar
- b) **Supporting readings** for every theme treated in the seminar, and specifically recommended readings for students engaged in a given research topic
- c) **An original, empirical study conducted by the students participating in the seminar, leading to the writing of a research paper by the end of the semester.** Research topics will be selected in agreement with the instructor. The paper should constitute a small contribution to knowledge in the field, in the form of a potentially publishable article. **Students must present their work in progress in at least one full session of the seminar during the semester.** The session will consider the student's research in its broader theoretical and methodological context. Active participation by all students in each session is required.

The seminar will meet once a week, in a three hour session. Topics for the research paper will be selected within the first 2 weeks of the seminar. All presentations by the instructor will take place in a pre-determined sequence in the first half of the semester.

Students should engage in their research early on, and make their own presentations in the second half of the semester. Presentations should be brief, leaving at least two hours for full discussion in the seminar. Special attention will be given to the methodology of research.

### **Prerequisites**

**Graduate standing, no exceptions.** Social science background is advisable, but students from other fields may be admitted in the seminar on the condition of having experience in some form of social science study. **Enrolment in this seminar requires explicit consent from the instructor.** Students wishing to enrol must apply by email in advance, sending a paragraph explaining the reasons for their interest, and enclosing a short resume of their academic experience. Email should be sent to [castells@usc.edu](mailto:castells@usc.edu) with copy to [garciasa@usc.edu](mailto:garciasa@usc.edu)

**Enrolment is limited to 12 students.** Priority by disciplines:

- a) Communication
- b) Sociology
- c) Planning
- d) International Relations

No auditing students will be allowed.

### **Requirements and Grading**

Active participation in every session. Engagement in a research project defined in the seminar. Presentation(s) of the project in the seminar. Writing of a research paper. Overall work for this paper is evaluated in about 50 hours of library research, calculations and/or field work.

Final paper accounts for 50% of the grade. Research work for 20%. Participation in the seminar for 30%.

### **Themes of Presentations by the Instructor (chronological sequence, one theme per week)**

1. Theories of the Network Society: Informationalism, Social Structure and Network Theory.
2. The Network Society in Cross-Cultural Perspective: Silicon Valley, Finland, China
3. The Political Economy of the Network Society: From the New Economy to the Global Financial Crisis

4. The Geography of the Network Society: Space of Flows, Space of Places, and the Rise of the Metropolitan Region as the Urban Form of the Information Age.
5. Communication Networks in a Digital Environment: From Mass Communication to Mass Self-Communication.
6. Sociability 2.0. Social Networks and Networked Individualism.
7. Internet and the Cultures of Freedom: Beyond WikiLeaks.
8. Power and Counterpower in the Network Society: Communication Power.

**Suggested research topics for students in the seminar (this is only indicative, other topics are possible).**

- a. Restructuring of media business: the interplay between technology, business, and culture
- b. The advertising industry and media business: technological and organizational transformation
- c. User produced content and the rise of the creative audience
- d. Mobile communications and social networks in the formation of a new youth culture
- e. Open source and intellectual property rights
- f. Social movements and communication technology
- g. Women on the Internet: Is there gender specificity in the digital culture?
- h. Privacy, liberty and surveillance on the Internet in the aftermath of 9/11
- i. The global digital divide and the new model of development
- j. Ethnicity and inequality in the information economy
- k. Flexible labor markets and immigrant labor
- l. The interaction between telecommunications infrastructure and the spatial structure of metropolitan regions
- m. The politics of regulation of communication networks: the debate on net neutrality
- n. The uses of the internet in public services
- o. E-Government and E-Governance
- p. Cyberwars
- q. Digital art and cultural change
- r. Globalization and the Network Society

(Note: All topics may be located in a variety of societies, not necessarily the American context, although only when and if there are accessible sources of information to treat the subject.)

## Supporting Readings for the Themes Presented by the Instructor

### 1. Required Reading

There are only **6 books that are required**, but these must be read in their entirety because the material they cover will be assumed known in the presentations by the instructor. These books are:

a) Peter R. Monge and Noshir S. Contractor. *Theories of Communication Networks*. Oxford: Oxford University Press, 2003.

b) ) Manuel Castells (ed). *The Network Society: A Cross-Cultural Perspective*. Northampton, MA: Edward Elgar, 2004.

c) Jack Linchuan Qiu. *The Working Class Network Society: Communication Technology and Information Have-less in Urban China*. Cambridge, MA: MIT Press, 2009.

d) Robert Shiller. *The Subprime Solution: How Today's Global Financial Crisis Happened and What to Do About It*. Princeton: Princeton University Press, 2008.

e) Pekka Himanen (2002) "*The Hacker Ethic and the Spirit of the Information Age*", New York: Random House

f) Manuel Castells. *Communication Power*. Oxford: Oxford University Press, 2009.

### 2. Recommended Reading

Recommended readings are organized by number according to the themes in the sequence of presentations by the instructor. These readings are advised, not required, as a research seminar assumes a great deal of intellectual autonomy among the students enrolled in the seminar. When the reference is a whole book, it is not expected that the entire book will be read. Instead, the student must find in the book the chapter or chapters that best fit into the issues discussed in the seminar. If any seminar participant needs more specific indications about the reading the instructor will provide it. Books are expected to be in the library and/or the Annenberg Resource Center, not in the bookstore. Any book that is not available on campus is not expected to be read during this semester.

#### 1. Theories of the Network Society

Daniel Bell. *The Coming of Postindustrial Society*. Basic Books, 1973, 1976, 1999. Focus on the prefaces to the 1976 and to the 1999 editions.

Frank Webster. *Theories of the Information Society*. London: Routledge, 2002.

Frijof Capra. *Hidden Connections*. New York: Doubleday, 2002.

Yochai Benkler, *The Wealth of Networks*, New Haven: Yale University Press, 2006

Manuel Castells, ed. *The Network Society: A Cross-Cultural Perspective*. London: Edward Elgar, 2004. Especially Chapter 1 by Manuel Castells: "Informationalism, Networks, and the Network Society: A Theoretical Blueprint."

David Singh Grewal. *Network Power*. New Haven: Yale University Press, 2008.

Duncan J. Watts. *Small Worlds: The Dynamics of Networks Between Order and Randomness*. Princeton: Princeton University Press, 1999.

## **2. The Network Society in a Cross-cultural Perspective: Silicon Valley, Finland and China.**

Anna L. Saxenian. *Regional Advantage*. Cambridge, MA: Harvard University Press, 1994.

Anna L. Saxenian. *The New Argonauts*. Cambridge, MA: Harvard University Press, 2006.

Manuel Castells and Pekka Himanen. *The Information Society and the Welfare State: The Finnish Model*. Oxford: Oxford University Press, 2002.

Jack Linchuan Qiu. *The Working Class Network Society: Communication Technology and Information Have-less in Urban China*. Cambridge, MA: MIT Press, 2009.

Yuezhi Zhao. *Communication in China: Political Economy, Power and Conflict*. Lanham: Rowman and Littlefield.

You-tien Hsing. *The Great Urban Transformation: Property and Politics in China*. Oxford: Oxford University Press, 2009.

Ken Ducatel et al. (eds). *The Information Society in Europe. Work and Life in an Age of Globalization*. Lanham: Rowman and Littlefield, 2000.

Ernest Wilson. *The Information Revolution and Developing Countries*. Cambridge, MA: MIT Press, 2004.

### **3. The Political Economy of the Network Society: From the New Economy to the Global Financial Crisis**

Martin Carnoy. *Sustaining the New Economy: Work, Family and Community in the Information Age*. Cambridge: Harvard University Press, 2000.

Manuel Castells. *The Internet Galaxy*. Oxford: Oxford University Press, 2001. Chapter 3.

Brian Arthur. *Increasing Returns and Path Dependence in the Economy*. Ann Arbor: University of Michigan Press, 1994.

Eric Brynjolfsson and B. Kahin. *Understanding the Digital Economy*. Cambridge, MA: MIT Press, 2000.

Don Tapscott and Anthony D. Williams. *Wikinomics*. London: Portfolio/Penguin, 2006.

Howard Davies and David Green. *Global Financial Regulation*. Cambridge: Polity Press, 2008.

Frank Levy and Richard Murnane. *The New Division of Labor: How Computers are Creating the Next Job Market*. Princeton, NJ: Princeton University Press, 2004.

Vicki Smith. *Crossing the Great Divide: Worker Risk and Opportunity in the New Economy*. Ithaca, Cornell: University Press, 2001.

Chris Benner. *Work in the New Economy: Flexible Labor Markets in Silicon Valley*. Oxford: Blackwell, 2002.

Roger Waldinger and Michael Lichter. *How the Other Half Works: Immigrants and the Social Organization of Labor*. Berkeley: University of California Press, 2003.

### **4. The Geography of the Network Society: Space of Flows, Space of Places, and the Rise of the Metropolitan Region as the Urban Form of the Information Age**

Peter Hall and Kathy Pain. *The Polycentric Metropolis*. London: Earthscan, 2006.

Manuel Castells. "Space of Flows, Space of Places: Materials for a Theory of Urbanism in the Information Age." In Stephen Graham (editor), *The Cybercities Reader*. London: Routledge, 2003. Pages 82-93.

William Mitchell. *E-topia*. Cambridge: MIT Press, 1999.

William Mitchell. *Me ++* Cambridge, MA: MIT Press, 2003.

Stephen Graham and Marvin Simon. *Splintering Urbanism*. London: Routledge, 2001.

Stephen Graham (editor). *The Cybercities Reader*. London: Routledge, 2003. Pages 149-238.

Michael Dear (editor). *From Chicago to L.A.* London: Sage, 2002.

David Halle (editor). *New York & Los Angeles: Politics, Society, and Culture. A Comparative View*. Chicago: The University of Chicago Press, 2003.

Anthony M. Townsend. "Mobile Communications in the Twenty-First Century City." In Barry Brown, et al. (eds) *Wireless World: Social and Interactional Aspects of the Mobile Age*. London: Springer 2001: 62-78.

Matthew Zook. *The Geography of the Internet Industry*. Oxford: Blackwell, 2005.

Mark Abrahamson. *Global Cities*. New York: Oxford University Press, 2004.

Ananya Roy and Nezar Alsayyad (eds). *Urban Informality: Transnational Perspectives from the Middle East, Latin America, and South Asia*. New York: Lexington Books.

Lisa Servon. *Bridging the Digital Divide: Technology, Community and Public Policy*. Oxford: Blackwell, 2002.

Duangfang Lu. *Remaking Chinese Urban Form: Modernity, Scarcity and Space, 1949-2—5*. London: Routledge, 2006.

Robert Neuwirth. *Shadow Cities: A Billion Squatters, a New Urban World*. London: Routledge, 2006.

## **5. Global Multimedia Communication Networks: From Mass Communication to Mass Self-Communication**

Amelia Arsenault and Manuel Castells. "The Structure and Dynamics of Global Multimedia Business Networks." In *International Journal of Communication*, volume 2, 2008. Pages 707-748. (Accessible online: [www.ijoc.org](http://www.ijoc.org))

Robert McChesney. *The Political Economy of Media*. New York: Monthly Review Press, 2008-08-12.

Robert McChesney. *The Communication Revolution*. New York: Free Press, 2007.

Henry Jenkins. *Convergence Culture*. New York: New York University Press, 2006.

Robin Mansell (ed). *Inside the Communication Revolution. Evolving Patterns of Social and Technical Interaction*. Oxford: Oxford University Press, 2002.

W. Russell Neuman. *The Future of the Mass Audience*. Cambridge: Cambridge University Press, 1991.

Eric Klinenberg. *Fighting for Air*. New York: Metropolitan Books, 2006.

Hernan Galperin. *New Television, Old Politics: The Transition to Digital Television in Britain and in the United States*. Cambridge: Cambridge University Press.

Pablo J. Boczkowski. *Digitizing the News: Innovation in Online Newspapers*. Cambridge, MA: MIT Press, 2004.

Lev Manovich. *The Language of New Media*. Cambridge, MA: MIT Press, 2001.

Tarleton Gillespie. *Wired Shut: Copyright and the Shape of the Digital Culture*. Cambridge: MIT, 2007.

Manuel Castells, Mireia Fernandez-Ardevol, Jack Linchuan Qiu and Araba Sey. *Mobile Communication and Society: A Global Perspective*. Cambridge, MA: MIT Press, 2006.

James Katz (editor). *Handbook of Mobile Communication Studies*. Cambridge: MIT Press, 2008.

J.E. Katz and A. Aakhus (eds). *Perpetual Contact: Mobile Communications, Private Talk, Public Performance*. Cambridge: Cambridge University Press, 2002.

Barry Brown, Nicola Green, and Richard Harper (eds). *Wireless World. Social and Interactional Aspects of the Mobile Age*. London: Springer, 2001.

## **6. Sociability 2.0**

Gustavo Cardoso, Angus Cheong and Jeffrey Cole (Editors), "*World Wide Internet: Changing Societies, Economies and Cultures*." University of Macau. 2009.

Keith Hampton. "Neighborhoods in the Network Society." *Information, Communication and Society*," vol. 10, number 5, 2007: 714-748.

Ronald Rice and James Katz. *Social Uses of the Internet*. Cambridge: MIT Press, 2002.

Manuel Castells *The Internet Galaxy*, Oxford: Oxford University Press, 2001

Barry Wellman and Catherine Haythornthwaite (eds) *"The Internet in Everyday Life"*, Oxford: Blackwell, 2002 Buckingham, D. (ed) *Youth, Identity and Digital Media*, Cambridge: MIT press, 2008

Boyd, d. and Ellison, N. "Social network sites: Definition, history and scholarship". *Journal of Computer Mediated Communication*, 13 (1), 2007

Richard Ling. *The Mobile Connection: The Cell Phone's Impact on Society*. San Francisco: Morgan Kaufman, 2004.

Andre Caron and Letizia Caronia. *Moving Cultures: Moving Communication in Everyday Life*. Montreal: McGill-Queen's University Press, 2007.

## **7. Internet and the Cultures of Freedom: Beyond WikiLeaks**

Pekka Himanen (2002) *"The Hacker Ethic and the Spirit of the Information Age"*, New York: Random House

Yochai Benkler, *"The Wealth of Networks: How Social Production Transforms Markets and Freedom"*, New Haven, CT: Yale University Press, 2006.

Lawrence Lessig *"Free Culture. How Big Media Uses Technology and the Law to Lock Down Culture and Control Creativity"*, New York: Penguin, 2004

Kate Coyer, Tony, Dowmunt and Alan Fountain *"The Alternative Media Handbook"*, New York: Routledge 2007

David D. Perlmutter *"Blog Wars"*, Oxford: Oxford University Press, 2008

## **8. Power and Counterpower in the Network Society**

Manuel Castells. "Communication, Power and Counter-power in the Network Society." *International Journal of Communication*, vol. 1, 2007. Pages 238-266.

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

Thomas Hollihan. *Uncivil Wars: Political Campaigns in the Media Age*. Bedford: St. Martin's, 2008 (2nd edition).

Bruce Bimber. *Information and American Democracy. Technology and the Evolution of Political Power*. New York: Cambridge University Press, 2003.

Araba Sey and Manuel Castells. "Networked Politics: Internet and the Political Process." In Manuel Castells (editor), *The Network Society: a Cross-Cultural Perspective*. Northampton, MA: Edward Elgar, 2004.

Elaine Kamarck and Joseph Nye. *Governance.com: Democracy in the Information Age*. Washington DC: Brookings Institution, 2002.

Helen McCarthy, Paul Miller, and Paul Skidmore. *Network Logic: Who Governs in an Interconnected World*. London: Demos 2004.

Pippa Norris. *A Virtuous Circle: Political Communications in Postindustrial Societies*. Cambridge: Cambridge University Press, 2000.

John B. Thompson. *Political Scandal: Power and Visibility in the Media Age*. Cambridge: Polity Press, 2000.

Jeff Juris. *Networked Futures*. London: Duke University Press, 2008.

John Arquilla and David Rondfeldt. *Swarming and the Future of Conflict*. Santa Monica, CA: RAND National Defense Research Institute, 2000.

John Arquilla and David Rondfeldt. *Networks and Netwars: the Future of Terror, Crime and Militancy*. Santa Monica, CA: RAND National Defense Research Institute, 2002.

Amelia Arsenault and Manuel Castells. "Conquering the Minds, Conquering Iraq: The Social Production of Misinformation in the United States. A Case Study." *Information, Communication & Society*, 2006, June. Pages 284-307.

Peter Ludlow (ed). *Crypto Anarchy, Cyberstates, and Pirate Utopias*. Cambridge: MIT, 2001.

Dan Gillmor. *We the Media: Grassroots journalism by the people, for the people*. Sebastopol, CA: O'Reilly. 2004.

## APPENDIX: RELEVANT BIBLIOGRAPHY ON TOPICS RELATED TO THE NETWORK SOCIETY

Steven Weber. *The Success of Open Source*. Cambridge; MA: Harvard University Press, 2004.

Pekka Himanen (2002) "*The Hacker Ethic and the Spirit of the Information Age*", New York: Random House

Richard Stallman "Free Software, Free Society. Selected Essays", Boston: GNU Press, 2002 (edited by Joshua Gay).

Lawrence Lessig. *The Future of Ideas: The Fate of the Commons in a Connected World*. New York: Vintage Books, 2001.

David Couzens Hoy. "The Time of Our Lives." Cambridge, MA: MIT Press, 2009.  
Janet Wasko. *Understanding Disney: The Manufacture of Fantasy*. Cambridge: Polity Press, 2001.

Jonathan Taplin. "The IP TV Revolution." Paper delivered at the Presidential Conference on the Network Society, Presidency of Portugal, Lisbon, March 2005, unpublished (it can be downloaded from the Annenberg Research Network on International Communication, USC, Annenberg School for Communication).

Daniel Solove. *The Digital Person*. New York: New York University Press, 2004.

Douglas Thomas. *Hacker Culture*. Minneapolis: University of Minnesota Press, 2002.

Ben Anderson. "The Social Impact of Broadband Household Internet Access." *Information, Communication and Society*. Vol. 11, 1, 2008: 5-24.

Katherine Bessiere, et alter. *Effects of Internet Use and Social Resources on Changes in Depression*. *Information, Communication and Society*. Vol. 11, 1, 2008: 47-70.

Sonia Livingstone *Young people and new media: Childhood and the changing media environment*, London: Sage, 2003

Banet-Weiser, Sarah. *Kids Rule!: Nickelodeon and Consumer Citizenship*. Durham: Duke University Press, 2007.

Goswami, U., *Byron Review on the Impact of New Technologies on Children: A Research Literature Review: Child Development*, Cambridge: Cambridge University Press, 2008

L. Van Zoonen. *Gendering the Internet: Claims, Controversies and Cultures*. European Journal of Communication, Vol. 17, 1, 2002: 5-23.

Marita Sturken, Douglas Thomas and Sanda J. Ball-Rokeach. *Technological Visions: The Hopes and Fears that Shape New Technologies*. Philadelphia: Temple University Press, 2004.

Imma Tubella. "Internet, Television, and the Construction of Identity." *The Network Society: A Cross-Cultural Perspective*. Ed. Manuel Castells. London: Edward Elgar, 2004.

Claude Fischer. *America Calling: A Social History of the Telephone to 1940*. Berkeley: University of California Press, 1992.

## **Academic Policies of USC Annenberg School for Communication**

### Plagiarism / Academic Integrity

Plagiarism is defined as taking ideas or writings from another and passing them off as one's own. The following is the Annenberg School for Communication's policy on academic integrity: Since its founding, the USC Annenberg School of Communication has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found guilty of plagiarism, fabrication, cheating on examinations, or purchasing papers or other assignments will receive a failing grade in the course and will be dismissed as a major from the School of Communication. There are no exceptions to the school's policy.

### Academic Accommodations

Any students requesting academic accommodations based on a disability are required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP when adequate documentation is filed. Please be sure the letter is delivered to the professor as early in the semester as possible. DSP is open Monday through Friday, 8:30 a.m. – 5:00 p.m. The office is located in the Student Union, Room 301 and their phone number is (213) 740-0776.