

# Seminar on the Network Society Professor Manuel Castells Spring 2014

Annenberg School for Communication & Journalism

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

Office Hours by Appointment  
Tuesdays 2:00pm – 5:00pm.

## Description of the Seminar

This is an advanced research seminar that aims to explore and analyze 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 of publishable quality. 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**

This is in principle a seminar for PhD Students, although some special cases may be considered. Social science background is necessary.

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

- a) Communication
- b) Planning
- c) Sociology
- 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, Internet 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
2. Models of Network Society: Silicon Valley, Finland, China, and beyond.
3. The Political Economy of the Network Society: From the New Economy to the Financial Crisis
4. Communication Networks in a Digital Environment: From Mass Communication to Mass Self-Communication

5. The Geography of the Network Society: Space of Flows, Space of Places, and the Networked Metropolis
6. Sociability 2.0: Social Networks and Social Life in the Internet.
7. Power and Counterpower in the Network Society
8. Culture(s) and Identitie(s) in the Network Society

**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

**(the entire book is required in every case, because the materials are all relevant to the seminar, but there will be no control of the reading. The knowledge of this material, or equivalent, will be assumed in the presentations and discussions)**

- a) Frank Webster. *Theories of the Information Society*. London: Routledge, 2002.
- b) Manuel Castells and Pekka Himanen “Models of Development: An Analytical Framework”, in Manuel Castells and Pekka Himanen (eds) *Re-conceptualizing Development in the Global Information Age*, Oxford: Oxford University Press, forthcoming (the chapter will be distributed to students in class)
- c) Yochai Benkler. *The Wealth of Networks*. New Haven: Yale University Press, 2006.
- d) Manuel Castells (ed). *The Network Society: A Cross-Cultural Perspective*. Northampton, MA: Edward Elgar, 2004.
- e) Michael Keith, Scott Lash, Jakob Arnoldi, Tyler Rooker, *China. Constructing Capitalism*, London: Routledge, 2013.
- f) Gina Neff, *Venture Labor. Work and the Burden of Risk in Innovative Industries*, Cambridge, MA: MIT Press, 2012.
- e) Robert Shiller. *The Subprime Solution: How Today’s Global Financial Crisis Happened and What to Do About It*. Princeton: Princeton University Press, 2008.
- f) Manuel Castells, Joao Caraca, Gustavo Cardoso (eds) *Aftermath. The Cultures of the Economic Crisis*, Oxford: Oxford University Press, 2012.
- g) Russell Newmann, *The Structure of Communication. Continuity and Diversity in the Digital Age*, Chicago: University of Chicago Press, 2013.
- h) Peter Hall and Kathy Pain. *The Polycentric Metropolis*. London: Earthscan, 2006.
- i) Lee Rainie and Barry Wellman, *Networked. The New Social Operating System*. Cambridge, MA: MIT Press, 2012.
- j) Manuel Castells. *Communication Power*. Oxford: Oxford University Press, 2009.
- k) Manuel Castells, *Networks of Outrage and Hope*, Cambridge: Polity Press, 2012.

## 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.

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 Comparative Perspective: Silicon Valley, Finland, China, and Beyond.

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 alter (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 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.

Joseph Stiglitz, *Freefall: America, Free Markets, and the Sinking of the World Economy*, New York: WW. Norton, 2010.

Martin Wolf, *Fixing Global Finance*, Baltimore: Johns Hopkins University Press 2008.

Ewald Engelen et alter *After the Great Complacence: Financial Crisis and the Politics of Reform*, Oxford: Oxford University Press, 2011.

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. Communication Networks in a Digital Environment: 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, 2007.

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.

## 5. The Geography of the Network Society: Space of Flows, Space of Places, and the Networked Metropolis

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.

## 6. Sociability 2.0: Social Networks and Social Life in the Internet.

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.

Sonia Livingstone, *Children and the Internet*, London; Routledge, 2007

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

## 7. 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.

## **8. Culture(s) and Identitie(s) in the Network Society**

Scott Lash and Celia Lury. *Global Cultural Industry*. Cambridge: Polity Press, 2007.

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

Banet-Weiser, Sarah "Branding the Crisis", in Manuel Castells et al. (eds) *Aftermath. The Cultures of the Economic Crisis*, Oxford: Oxford University Press, 2012, pages 107-131.

Banet-Weiser, Sarah, Chris, Cynthia & Freteitas, Anthony (eds.). *Cable Visions: Television Beyond Broadcasting*. New York: New York University Press, 2007.

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.

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

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

Barry Wellman and Katheryne Haythorhwhite (Eds.). *The Internet in Everyday Life*. Oxford: Blackwell, 2002.

David Couzens Hoy. "The Time of Our Lives." Cambridge, MA: MIT Press, 2009.

John Thompson. *Books in the Digital Age*. Cambridge: Polity Press, 2005.

## 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. *The Hacker Ethic and the Business Environment*. New York: Random House, 2001.

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.

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).

### 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.