

Seminar on the Network Society

Professor Manuel Castells

Fall 2006

Annenberg School for Communication

Comm 647 Room ASC 228
Monday 2:00 p.m. – 5:00 p.m.
(213) 821-2079

Office Hours by Appointment
Tuesday 12:30 p.m. – 3:30 p.m.

Description of the Seminar

This is an advanced research seminar that aims at exploring and analyzing 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, however modest, on these issues, in the span of one semester. Students will be required to develop research and original thinking, and to engage in empirical, analytical work leading eventually to published articles, as well as 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 3 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.

Pre-Requisites

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.

Enrollment is limited to 10 students. Priority by disciplines:

- a) Communication
- b) Journalism
- c) Sociology
- d) Planning
- e) Others.

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. The interplay between information/communication technology and society: postindustrialism, informationalism, network theory.
2. The cultural and institutional diversity of the network society: Silicon Valley, Finland, Catalonia, China and Beyond..
3. The New Economy, the Network Enterprise, and the Transformation of Labor, Work, and Employment.
4. Space of Places, Space of Flows: The Geography of Networks and the Rise of the Metropolitan Region as the Spatial Form of the Network Society..

5. Open Source Software, the Culture of Cooperation for Innovation, and Intellectual Property Rights in the Age of the Internet.
6. The Social Uses of Wireless Communication
7. Media, Internet, Communication, Power, and Counterpower in the Network Society: Communication Technology, Media Politics, Social Movements, and the Political Process.

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

- a. The uses of the internet in public services.
- b. E-Government and E-Governance.
- c. Media politics: the media as the space of politics.
- d. Restructuring of media business: the interplay between technology, business, and politics.
- e. Mobile communications and social networks in the formation of a new youth culture.
- f. Social movements and communication technology.
- g. Women in the internet: Is there a cultural specificity?
- h. Democracy, communication, and political control in the Internet.
- i. Open source as technological innovation and as social organization.
- j. Intellectual property rights in the digital world.
- k. Privacy, liberty and surveillance in the internet in the aftermath of 9/11.
- l. The global digital divide and the new model of development.
- m. Ethnicity and inequality in the information economy.
- n. Flexible labor markets and immigrant labor.
- o. The interaction between telecommunications infrastructure and the spatial structure of metropolitan regions.
- p. Managed deregulation in wireless telecommunications.
- q. The politics of ICANN.
- r. Digital art and cultural change.

(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 5 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) Monge, Peter R. and Noshir S. Contractor. Theories of Communication Networks. Oxford: Oxford University Press, 2003.
- b) Castells, Manuel, ed. The Network Society: A Cross-Cultural Perspective. Northampton, MA: Edward Elgar, 2004.
- c) Castells, Manuel. The Internet Galaxy. Oxford: Oxford University Press, 2001.
- d) Lessig, Lawrence. Free Culture: How Big Media Uses Technology and the Law to Lock Down Culture and Control Creativity. New York: The Penguin Press, 2004.
- e) Castells, Manuel, Mireia Fernandez-Ardevol, Jack Linchuan Qiu, and Araba Sey. Mobile Communication and Society: A Global Perspective. Cambridge, MA: MIT Press, 2006 (**forthcoming**).

2. Recommended Reading

Recommended reading is organized in sections with numbers. Numbers correspond to the numbers of 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

Bell, Daniel. The Coming of Post-industrial Society. Basic Books: 1973, 1976, 1999. Focus on the prefaces to the 1976 and to the 1999 editions.

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

Capra, Fritjof. Hidden Connections. New York: Doubleday, 2002.

Barabasi, Albert-Laszlo. Linked. The New Science of Networks. Cambridge, MA: Perseus Publishing, 2002.

Castells, Manuel, 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."

2. The Institutional and Cultural Diversity of the Network Society

Himanen, Pekka and Castells, Manuel. "Institutional Models of the Network \ Society: Finland and Silicon Valley." The Network Society: A Cross-cultural Perspective. Castells, Manuel, ed. 2004. Chapter 2.

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

Hsing, You-tien. Making Capitalism in China: The Taiwan Connection. New York: Oxford University Press, 1999.

Wai-chung Yeung, Henry and Kris Olds. Globalization of Chinese Business Firms. New York: St. Martin's Press, 1999.

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

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

3. New Economy, the Network Enterprise, and the Transformation of Labor

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

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

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

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

Tapscott, Don, David Ticoll, and Alex Lowy. Digital Capital. Harnessing the Power of Business Webs. London, 2001.

Van Alstyne, Marshall, et al. "Productivity and Information Technology." The Network Society: A Cross-Cultural Perspective. Ed. Manuel Castells. London: Edward Elgar, 2004.

National Research Council of the National Academies. Beyond Productivity, Information Technology, Innovation, and Creativity. Washington DC: The National Academies, 2003. 61-150.

Perez, Carlota. Revoluciones Tecnológicas y Capital Financiero. Mexico: Siglo XXI, 2004.

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

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

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

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

Massey, Douglas, Jorge Durand, and Nolan Malone. Beyond Smoke and Mirrors: Mexican Immigration in an Era of Economic Integration. New York: Russell Sage, 2003.

4. Space of Flows, Space of Places

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

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

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

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

Graham, Stephen, ed. The Cybercities Reader. London: Routledge, 2003. 149-238.

- Dear, Michael, ed. From Chicago to L.A. London: Sage, 2002.
- Halle, David, ed. New York & Los Angeles: Politics, Society, and Culture. A Comparative View. Chicago: The University of Chicago Press, 2003.
- Townsend, Anthony M. "Mobile Communications in the Twenty-First Century City." Wireless World. Social and Interactional Aspects of the Mobile Age. Eds. Barry Brown, et al. London: Springer, 2001. 62-78.
- Zook, Matthew. The Geography of the Internet Industry. Oxford: Blackwell, 2005.
- Abrahamson, Mark. Global Cities. New York: Oxford University Press, 2004.
- Rutherford, Jonathan. A Tale of Two Global Cities: Comparing the Territorialities of Telecommunications Developments in Paris and London. Burlington, Vermont: Ashgate Publishing Co., 2004.
- Roy, Ananya and Nezar Alsayyad, eds. Urban Informality: Transnational Perspectives from the Middle East, Latin America, and South Asia. New York: Lexington Books.
- Servon, Lisa. Bridging the Digital Divide: Technology, Community and Public Policy. Oxford: Blackwell, 2002.

5. Open Source and Intellectual Property Rights in the Age of the Internet

- Weber, Steven. The Success of Open Source. Cambridge, MA: Harvard University Press, 2004.
- Himanen, Pekka. The Hacker Ethic and the Business Environment. New York: Random House, 2001.
- Stallman, Richard. Free Software, Free Society. Selected Essays. Ed. Joshua Gay. Boston: GNU Press, 2002.
- Thomas, Douglas. Hacker Culture. Minneapolis: University of Minnesota Press, 2002.
- Lessig, Lawrence. The Future of Ideas: The Fate of the Commons in a Connected World. New York: Vintage Books, 2001.
- Castells, Manuel. The Internet Galaxy. Oxford: Oxford University Press, 2001. Chapter 2.

6. Social Uses of Wireless Communication

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

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

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

Ito, Mizuko, et al. Personal, Portable and Pedestrian. Cambridge, MA: MIT Press, 2005.

7. Media, Internet, Power and Counterpower in the Network Society.

Bimber, Bruce. 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." The Network Society: a Cross-Cultural Perspective. Manuel Castells, ed. Northampton, MA: Edward Elgar, 2004.

Kamarck, Elaine 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.

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

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

Castells, Manuel. The Power of Identity. 2nd ed. Oxford: Blackwell, 2003. Chapter 5, "Globalization, Identification, and the State: a Powerless State or a Network State?," and Chapter 6, "Informational Politics and the Crisis of Democracy."

Juris, Jeff. "Networked Social Movements: the Movement Against Corporate Globalization." The Network Society: A Cross-Cultural Perspective. Manuel Castells, ed. Northampton, MA: Edward Elgar, 2004.

- Arquilla, John and David Rondfeldt. Swarming and the Future of Conflict. Santa Monica, CA: RAND National Defense Research Institute, 2000.
- Arsenault, Amelia and Manuel Castells. "Conquering the Minds, Conquering Iraq: The Social Production of Misinformation in the United States: A Case Study." Information, Communication & Society. Vol. 9, n. 3. June 2006: 284-308.
- Castells, Manuel. The Internet Galaxy. Oxford: Oxford University Press, 2001. Chapter 7.
- Galperin, Hernan. New Television, Old Politics: The Transition to Digital Television in Britain and in the United States. Cambridge: Cambridge University Press.
- Russell, Neuman W. The Future of the Mass Audience. Cambridge: Cambridge University Press, 1991.
- Hesmondhalgh, David. The Cultural Industries. London: Sage, 2002.
- Boczkowski, Pablo J. Digitizing the News: Innovation in Online Newspapers. Cambridge, MA: MIT Press, 2004.
- Manovich, Lev. The Language of New Media. Cambridge, MA: MIT Press, 2001.
- Sturken, Marita, Douglas Thomas, and Sandra Ball-Rokeach. Technological Visions. The Hopes and Fears that Shape New Technologies. Philadelphia, Temple University Press, 2004.
- Tubella, Imma. "Internet, Television, and the Construction of Identity." The Network Society: A Cross-Cultural Perspective. Ed. Manuel Castells. London: Edward Elgar, 2004.
- Wasko, Janet. Understanding Disney: The Manufacture of Fantasy. Cambridge: Polity Press, 2001.
- Taplin, Jonathan. "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).
- Skinner, David, James Compton, Michael Gasher (eds). Converging media, diversing politics: A Political Economy of News Media in the United States and Canada. Lanham: Rowman and Littlefield, 2005.

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.