

Seminar on the Network Society
Professor Manuel Castells
Spring 2009
Annenberg School for Communication

Comm 647 Room
Monday 3:30 p.m. – 6:30 p.m.
(213) 821-2079
Office Hours by Appointment
Tuesdays 10:00 a.m. – 1:00 p.m.

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, 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 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 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.

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 is limited to 12 students. Priority by disciplines:

- a) Communication
- b) Journalism
- c) Sociology
- d) Planning
- e) 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 Information Society, Theories of the Network Society, Network Theory
2. The Political Economy of the Network Society: The Knowledge Economy. The Network Enterprise. The Transformation of the Work Process. Networkers and Flexible Labor
3. Global Multimedia Communication Networks: From Mass Communication to Mass Self-Communication

4. Sociability in the Network Society: Online Communities and Networked Individualism
5. The Spatial Dimension of the Network Society: Space of Flows, Space of Places, and the Global Rise of the Metropolitan Region
6. Communication Power in the Digital Age: I. Politics as Media Politics
7. Communication Power in the Digital Age: II. Social Movements and Mass Self-Communication
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. Social movements and communication technology
- f. Women on the Internet: Is there gender specificity in the digital culture?
- g. Open source as technological innovation and social organization
- h. Intellectual property rights in the digital world
- i. Privacy, liberty and surveillance on the Internet in the aftermath of 9/11
- j. The global digital divide and the new model of development
- k. Ethnicity and inequality in the information economy
- l. Flexible labor markets and immigrant labor
- m. The interaction between telecommunications infrastructure and the spatial structure of metropolitan regions
- n. The politics of regulation of communication networks: the debate on net neutrality
- o. The uses of the internet in public services
- p. E-Government and E-Governance
- q. Cyberwars
- r. Digital art and cultural change
- s. 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 **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) Peter R. Monge and Noshir S. Contractor. *Theories of Communication Networks*. Oxford: Oxford University Press, 2003.
- b) Yochai Benkler. *The Wealth of Networks*. New Haven: Yale University Press, 2006.
- c) Manuel Castells. *The Internet Galaxy*. Oxford: Oxford University Press, 2001.
- d) Lawrence Lessig. *Free Culture: How Big Media Uses Technology and the Law to Lock Down Culture and Control Creativity*. New York: The Penguin Press, 2004.
- e)) Manuel Castells (ed). *The Network Society: A Cross-Cultural Perspective*. Northampton, MA: Edward Elgar, 2004.

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.

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

2. The Political Economy of the Network Society.

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

Marshall Van Alstyne, 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. Pages 61-150.

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

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.

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

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

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

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.

Anderson, Chris. *The Long Tail*. New York: Hyperion, 2006.

3. 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)

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.

4. Sociability in the Network Society

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

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

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

Claude Fischer. *America calling: A social history of the telephone to 1940*. Berkeley: University of California Press, 1992.

Ben Anderson. "The social impact of broadband household Internet access." *Information, Communication & Society*, vol. 11, 1, 2008: 5-24.

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

L. Van Zoonen. "Gendering the Internet: claims, controversies and cultures." *European Journal of Communication*, vol. 17,1, 2002: 5-23.

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.

5. Space of Flows, Space of Places

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.

Jonathan Rutherford. *A Tale of Two Global Cities: Comparing the Territorialities of Telecommunications Developments in Paris and London*. Burlington, Vermont: Ashgate Publishing Co., 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.

6 and 7 (combined). Communication Power in the Digital Age, I and II.

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

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.

Manuel Castells. *The Power of Identity*. 2nd ed. Oxford: Blackwell, 2003. Chapter 6 "Informational Politics and the Crisis of Democracy."

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.

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, Chris, Cynthia & Freitas, 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.

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

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

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.