Course Title: New media and new economy

Instructor: Dr. Shih-Chien Chang (scchang@ccu.edu.tw)

Medium of Instruction: Mandarin, and English if needed.

Course description

With concern about technology's impact on society, this course focuses on theoretical understandings about new media and its relations to modern economy. There are two sub-fields for learning: medium theory and data-driven economy. As modern medium facilitates hyper-connectivity and communication between humans and things, we have been experiencing non-stop change of way of living, which would be understood via political economic perspective. Based on the fundamental theories coverning the related topics, latest researches are considered for discussion and advanced learning. After that, students shall have critical perspective about the new relationship between human and (smart) machine, the opportunities and threats for current media business, and the possible future of modern economy.

Course Intended Learning Outcomes (CILOs):

Upon successful completion of the course, students will

1. Learn theories governing medium and economy from communication perspective
2. Know the features of new economy
3. Understand the value generation and circulation via new media
4. Have vision about the future of media and related work via economic thinking

Main references:

-The required readings are the selected chapters in the books. Please refer to the teaching schedule below for further information.

Pasquinelli, M. (2023). *The Eye of the Master: A Social History of Artificial Intelligence*. London, UK: Verso.

Beer, D. (2018). *The Data Gaze: Capitalism, Power and Perception*. London: Sage.

Bostrom, N. (2014). Superintelligence: Paths, Dangers, Strategies. Oxford, UK: Oxford University

Couldry, N., & Mejias, U. A. (2019). *The Costs of Connection: How Data Is Colonizing Human Life and Appropriating It for Capitalism*. Stanford, CA: Stanford University Press.

Dijck, J. v. (2013). *The Culture of Connectivity: A Critical History of Social Media*. Oxford: Oxford University Press.

Dijck, J. v., Poell, T., & Waal, M. d. (2018). *The Platform Society: Public Values in a Connective World*. London: Oxford University Press.

Dyer-Witheford, N., & Matviyenko, S. (2019). *Cyberwar and Revolution: Digital Subterfuge in Global Capitalism*. Minneapolis: University of Minnesota Press.

Dyer-Witheford, N., Kjøsen, A. M., & Steinhoff, J. (2019). *Inhuman Power: Artificial Intelligence And The Future Of Capitalism*. London: Pluto.

Floridi, L. (2014). *The Fourth Revolution: How the Infosphere is Reshaping Human Reality*. Oxford, UK.: Oxford University Press.

Latour, B. (2005). Reassembling the Social: An Introduction to Actor-Network-Theory. Oxford: Oxford University Press.

Logan, R. K. (2016). *Understanding New Media: Extending Marshall McLuhan* (2nd ed.). New York: Peter Lang.

Luhmann, N. (1995). *The Reality of the Mass Media (K. Cross, Trans*.). Stanford, CA: Stanford University Press.
Manovich, L. *(2002). The Language of New Media*. Cambridge, Mass.: MIT Pre*ss.*
Manovich, L. *(2013). Software Takes Command.* New York: Bloomsbury Academic.
McLuhan, M. (2005). *Understanding Media: The Extensions of Man* (Critical ed.). London: Gingko Press.
Meyrowitz, J. (1985). *No Sense of Place: The Impact of Electronic Media on Social Behavior*. New York: Oxford University Press.
Mitchell, W. J. (2003). *Me++: The Cyborg Self and the Networked City*. Cambridge, MA: MIT Press.
Poster, M. (1995). *The Second Media Age*. Cambridge, U.K.: Polity Press.
Stiegler, B. (2010). *For a New Critique of Political Economy* (D. Ross, Trans.). London: Polity.
Stiegler, B. (2017). *Automatic Society: The Future of Work*. Hoboken: John Wiley & Sons.

Teaching, learning, and assessments (TLAs):

TLA1: Lectures
The lecturer introduces major theories, concepts and principles covering the topics on datafication via new media and its positive and negative impacts on our economy.

TLA2: Seminars
Each student presents the key arguments from the assigned journal articles and related materials for in-class discussion. The approaches and critical thinkings from these articles are necessary for the presentation and discussion.

TLA3: Tutorials
Each student complete the home assignment(s) and discuss with the mentor for following comments. They shall practice the approaches and theories in investigation.

Assessment Tasks/Activities (ATs)

Attendance (10%)

This item is based on individual's roll call record. Roll call will be done in the beginning of each session. A student will have 1 point if s/he enters classroom before the roll call finishes and 0.5 points after it. S/he shall have 0 due to absence. The sum of the points a student has in the semester represents his/her attendance marks. The student's absence record can be written off when s/he presents acceptable certificate for sick leave or compassionate leave.

Seminar participation (40%)

After the lecture of each topic, there is a seminar for student's active participation. For each topic, the student who is assigned to read at least one related article beforehand shall present the article's main arguments in twenty minutes in class. Others are expected to propose questions to challenge the author's concepts while the presenter have to defend for the article author(s). Accordingly, this item includes two parts. One is 30% for the presentation and another is 10% for the continuing participation.

Assessment criteria for seminar participation:

1. Presentation in seminar (30%)
    1. Accuracy: 40%
    2. Expression: 40%
    3. Reflexive thinking: 20%
2. Continuing participation (20%)

1. Frequency: 30%
2. Relevance: 40%
3. Reflexive thinking: 30%

Individual investigation project (50%)

With the learned knowledge, each student has to choose relevant topic(s) to develop operational research questions. S/he is expected to collect literatures as comprehensively as possible and compile them into meaningful summaries.

Assessment criteria for individual research project:

1. Final full-report (40%)
    1. Originality (10%)
    2. Organization (20%)
    3. Expression (20%)
    4. Method coherence (30%)
    5. Knowledge of material (10%)

The grading of this report will be based on the criteria above, including originality, organization, expression, and knowledge of material. Accordingly, the requirements for the grade A, B, C, D, and F are:

A: The well-organized report is completed via a coherent data analysis process and contains original arguments with good expressions. The materials quoted by it reveal the author's good knowledge about the topic. It proposes meaningful solutions with theoretical thinking to the interview participants.

B: The report is convincing but its structure and expression is not good enough. Its arguments are supported by the interview result but nothing new for the interview participants. The interview contains minor mistakes. And the quoted materials are not comprehensive.

C: The report is structured with unnecessary materials. The expression issues make the reader confused about its arguments. The materials are moderately relevant. The theory-based data analysis is poor that the interview results are common senses.

D: The report structure is not balanced and its expression errors lead to reader's misunderstandings. There are obvious mistakes in the interview and data-analysis process and the result can hardly support its arguments. The cited materials are not qualified.

F: The report misses some required sections. Its poor expressions deliver meaningless arguments, which are randomly quoted from unqualified materials and interview content. The interviewer's misconducts and bad sampling process lead to garbage data which generate nothing useful for the topic.

Class Schedule:

1. INTRO TO NEW MEDIA AND ECONOMY: THE CRITICAL ISSUES

1. Key topics and concepts:
    1. The fundamental concepts and issues in new media studies and medium theory.
    2. The development of media industry and modern economy.
2. Reference

Course syllabus.

Couldry, N., & Mejias, U. A. (2019). *The Costs of Connection: How Data Is Colonizing Human Life and Appropriating It for Capitalism*. Stanford, CA: Stanford University Press.

2. MEDIUM THEORY: THE EXTENSIONS OF MAN

1. Key topics and concepts:
    1. How medium helps human
    2. The extensions of capabilities
2. Reference

Logan, R. K. (2016). *Understanding New Media: Extending Marshall McLuhan* (2nd ed.). New York: Peter Lang.

McLuhan, M. (2005). *Understanding Media: The Extensions of Man* (Critical ed.). London: Gingko Press.

Islas, O. (2016). Understanding Media: The Extensions of Man (1964), the foundations of Marshall McLuhan's tetrad. *Explorations in Media Ecology, 15*(1), 81-91. doi:10.1386/eme.15.1.81_1

https://mcluhangalaxy.wordpress.com

3. NEW ECONOMY: AI AND INDUSTRY

1. Key topics and concepts:
    1. AI's history and its current application in economy
2. Reference

Pasquinelli, M. (2023). *The Eye of the Master: A Social History of Artificial Intelligence*. London, UK: Verso. Introduction

4. MEDIUM THEORY: THE TECH BACKGROUND OF HUMAN BEHAVIOUR

1. Key topics and concepts:
    1. Why human behavior changes because of new media
2. Reference

Meyrowitz, J. (1985). *No Sense of Place: The Impact of Electronic Media on Social Behavior*. New York: Oxford University Press.

5. NEW ECONOMY: THE ALGORITHMIC THINKING

1. Key topics and concepts:
    1. How algorithm changes society
2. Reference

Pasquinelli, M. (2023). *The Eye of the Master: A Social History of Artificial Intelligence*. London, UK: Verso. ch.1

6. MEDIUM THEORY: NEW MEDIA AND HUMAN'S NEW PERCEPTIONS

1. Key topics and concepts:
    1. How new media changes human perceptions.
2. Reference

Manovich, L. (2002). The Language of New Media. Cambridge, Mass.: MIT Press.

7. NEW ECONOMY: MENTAL LABOUR

1. Key topics and concepts:
    1. Labour's mental efforts have been meaningful.

2. Reference

Pasquinelli, M. (2023). *The Eye of the Master: A Social History of Artificial Intelligence*. London, UK: Verso. ch.2.

8. MEDIUM THEORY: CYBORG

1. Key topics and concepts:
    1. The new humans attached/equipped with machine.
2. Reference

Haraway, D. J. (2016). Manifestly Haraway. London: University of Minnesota Press.
Mitchell, W. J. (2003). *Me++: The Cyborg Self and the Networked City*. Cambridge, MA: MIT Press.
Pohl, R. (2018). *An Analysis of Donna Haraway's a Cyborg Manifesto: Science, Technology, and Socialist-Feminism in the Late Twentieth Century*. London: Routledge.

9. NEW ECONOMY: HOW MACHINE FUNCTIONS FOR SOCIETY

1. Key topics and concepts:
    1. The relations between machine and men
2. Reference

Pasquinelli, M. (2023). *The Eye of the Master: A Social History of Artificial Intelligence*. London, UK: Verso. ch.3.

10.MEDIUM THEORY: ACTOR-NETWORK-THEORY

1. Key topics and concepts:
    1. The ontology, epistemology and methodology of new media study
2. Reference

Latour, B. (2005). *Reassembling the Social: An Introduction to Actor-Network-Theory*. New York: Oxford University Press.
Couldry, N. (2008). Actor network theory and media: do they connect and on what terms? In A. Hepp, F. Krotz, S. Moores, & C. Winter (Eds.), *Connectivity, Networks and Flows: Conceptualizing Contemporary Communications* (pp. 93-110). Cresskill, NJ: Hampton Press.

11.NEW ECONOMY: WHAT INTELLECTUAL MEANS

1. Key topics and concepts:
    1. If labour's intellectual efforts were gold mine.
2. Reference

Pasquinelli, M. (2023). *The Eye of the Master: A Social History of Artificial Intelligence*. London, UK: Verso. ch.4.

12.NEW ECONOMY: HOW LABOUR WORKS FOR SOCIETY

1. Key topics and concepts:
    1. Labour and value generation in economy
2. Reference

Pasquinelli, M. (2023). *The Eye of the Master: A Social History of Artificial Intelligence*. London, UK: Verso. ch.5.

13.NEW ECONOMY: CYBERNETIC MIND

1. Key topics and concepts:
    1. Necessary change of labour's mindset into cybernetic thinking
2. Reference

Pasquinelli, M. (2023). *The Eye of the Master: A Social History of Artificial Intelligence*. London, UK: Verso. ch.6.

14.NEW ECONOMY: AUTOMATION

1. Key topics and concepts:
    1. The outcome of automation.
2. Reference

Pasquinelli, M. (2023). *The Eye of the Master: A Social History of Artificial Intelligence*. London, UK: Verso. ch.7.

15.NEW ECONOMY: LIBERALISM ABOUT CONNECTIVITY

1. Key topics and concepts:
    1. How liberalism in economy understand new media
2. Reference

Pasquinelli, M. (2023). *The Eye of the Master: A Social History of Artificial Intelligence*. London, UK: Verso. ch.8.

16.NEW ECONOMY: PERCEPTION MATTERS

1. Key topics and concepts:
    1. How liberalism in economy understand new media
2. Reference

Pasquinelli, M. (2023). *The Eye of the Master: A Social History of Artificial Intelligence*. London, UK: Verso. ch.9.

17.FINAL PROJECT PRESENTATION

1. Key topics and concepts:
    1. The relevant literatures under research topics.
2. Reference

N/A