<http://mediapoliticspower.com> #mppdigital info [at] mediapoliticspower.com

**Media, Politics and Power in the Digital Age**

**DPI-659**

**Fall 2012 Syllabus**

*version 6.0 as at 28 August 2012*

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| **Instructor** | **Course Assistants** |
| Nicco Mele  Taubman 276  646-942-7601 (mobile)  info [at] mediapoliticspower.com  OFFICE HOURS:  Visit <http://nicco.org/hours> to book an appointment on Monday or Wednesday afternoon | Alexander Remington  Kristina Redgrave  info [at] mediapoliticspower.com  OFFICE HOURS:  See <http://mediapoliticspower.com> for timings and location. |

***Class Description***

Digital technology is challenging and changing established institutions on a number of fronts. From Barack Obama’s use of the Internet to drive his presidential campaign victory to the challenges faced by the “Arab Spring”, a critical understanding of digital technology is essential for today’s leaders. This course introduces students to the history of the Internet and the emerging technologies that are defining the Digital Age. The course allows students to understand the political and power structure implications of the Internet as well as the underlying technical concepts and infrastructure of digital media.

***Class Goals***

The class is designed to give students an essential understanding of and familiarity with the full spectrum of digital communications. After the class, the student should have a basic technical literacy, appropriate for any professional in communications, political, or policy work, and broad knowledge of current and emerging trends. This will include foundational digital comprehension and a digital toolkit that will enable students to use and apply their digital knowledge in their professional and personal lives.

***Teaching Philosophy***

To understand the Digital Age, you need to live it. In addition to the assigned readings, students will be expected to use the online tools that are discussed. Only by participating in the online digital culture can students begin to understand the changing nature of the media landscape and glimpse the future.

**1. Deliverables**

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| **Deliverable** | **Due Date** | **Grading %** | **How to submit** |
| Blog Posts | Blog Post 1 due 9/26/12  Blog Post 2 due 10/3/12  Blog Post 3 due 10/17/12  Blog Post 4 due 10/31/12  Blog Post 5 due 11/7/12  Blog Post 6 due 11/14/12 | 20% | On your own blog that you will set up |
| Class Participation | Throughout semester | 15% | In-class and on your Twitter account |
| Digital Comprehension Test | 10/10/12 | 20% | In-class |
| Digital Tool Kit | Throughout semester  (10 individual tasks) | 10% | CA’s will survey you for your usernames etc. |
| Final Major Deliverable | 14/12/12 | 35% | Email to info [at]  mediapowerpolitics.com |

No hardcopy of deliverables are to be submitted and are due at 11.59pm by the due date. Any request for an extension needs to be directed to – info [at] mediapoliticspower.com

***Blog Posts (20%)***

You will be required to write six blog posts throughout the semester.

* One blog post will be a review of an existing Wikipedia article
* One blog post will be an outline of your final major deliverable
* Four blog posts will review the readings for that week, covering these three major points:
* *Summarize* (highlight the main arguments of) the readings for the week.
* *Analyze/evaluate* (tear apart, react to, find problems or contradictions with, give strengths of, explain why you agree or disagree with) the readings.
* *Synthesize* (place in relation to, bring together themes with, say what one author would say to another) that week’s readings with the previous week’s.

Each blog post must be a minimum of 500 words and a maximum of 750 words.

An important part of your blog posts is referencing other blogs that you are reading or blogs that are referenced in the assigned readings. Each blog post should also link to another outside permalink (preferably on another blog) as part of your response.

The blog posts will be marked on a check / check plus / check minus basis.

Additional guidance and details will be provided in class and on the class page; <http://mediapoliticspower.com>

***Class Participation (15%)***

There are three components of class participation:

* Attendance in class
* Class discussion: Each week you will be expected to participate in a rigorous classroom discussion of the key concepts and readings.
* Twitter: You will be expected to Tweet two articles or blog posts a week on a digital topic of interest to you or the class, and as we move closer to the end of the semester you should also think about issuess related to your final paper. Alternatively if you are at a digital related event at HKS, Harvard, MIT etc, you can also Tweet salient quotes or issues raised at the event. Your Tweets should be tagged using the class #hashtag (#mppdigital), to ensure you receive credit. Interesting and relevant Tweets on the #mppdigital feed will be discussed at the beginning of each class.

***Digital Comprehension Test (20%)***

In Class 10 there will be a test assessing comprehension of the material being covered. The test will include a mix of multiple choice and short answer and will be aimed primarily at vocabulary and key foundational concepts from class and the readings. The test will take the entire class, with no other material being covered that day.

Additional guidance and details will be provided in class and on the class page; <http://mediapoliticspower.com>

***Digital Tool Kit (10%)***

In order to build a robust digital tool kit, you will be assigned various online activities throughout the semester, including:

1. Create a LinkedIn account
2. Join the DPI659 Google Group
3. Create a Twitter account
4. Create a bit.ly account
5. Buy your own URL
6. Set up your own blog
7. Establish a Google Group
8. Roll out a Google AdWords campaign
9. Create a Wikipedia account
10. Create a Storify account

Additional guidance and details will be provided in class and on the class page; <http://mediapoliticspower.com>

***Major Final Deliverable (35%)***

You are to complete either a:

* Research paper, OR
* Online strategy document, OR
* Make a significant contribution to Wikipedia
* ***Research Paper:*** Conduct original research on an online trend or digital media in which you have some interest. A list of suggested topics will be distributed in class. Collect all articles and books written about the topic and read them. Analyze them, and synthesize their meaning. If there is a shortage of written material about your topic, conduct original research; do phone or email interviews with original sources. Analyze and synthesize the meaning of the interviews. Draw a conclusion about the direction of the trend or technology. The paper should summarize and synthesize the state of the trend or technology and make an argument. The research paper should be 12 to 15 pages long, double-spaced. It should be cited using the APA format.
* ***Online Strategy Document:*** Tying together the concepts from the class, develop an online strategy document for a real or hypothetical client. Many students have specific organizations they are involved with, and want to bring some online ideas and strategy to these organizations. Therefore, this assignment can be a vehicle for exploring the topics of the class in relationship to an existing organization. The online strategy document should be 12 to 15 pages long, double spaced, and formatted in the POST format, as outlined by John Bernoff (co-author of The Groundswell) here - <http://bit.ly/Nzcqf0>.
* In short:
  + P is People. Don't start a social strategy until you know the capabilities of your audience.
  + O is objectives. Pick one. Decide on your objective before you decide on a technology. Then figure out how you will measure it.
  + S is Strategy. Strategy here means figuring out what will be different after you're done. Imagine the endpoint and you'll know where to begin.
  + T is Technology. Once you know your people, objectives, and strategy, then you can decide with confidence.
* ***Make a significant contribution to Wikipedia:*** Choose a policy area you have expertise in, engage with the Wikipedia community and make a significant contribution of at least 3,000 words. A major part of the deliverable is to use the article talk page and other forums on Wikipedia to ensure the contribution is meaningful, enduring and in line with the norms in the community.
* ***Grading:*** Regardless of your choice of final deliverable, you will be evaluated on the comprehensiveness of your analysis and review, clarity of the argument (where applicable), format and written composition.

Additional guidance and details will be provided in class and on the class page; <http://mediapoliticspower.com>

**2. Readings and Books**

The readings are detailed on the class schedule. The readings fall into three major buckets:

* Excerpts from books and HBS case studies are available in coursepacks from the CMO. The materials from the CMO will be in two coursepacks – readings up to, and including, 9/21/12 (drop without notation date) and from 9/22/12 until the end of semester.
* Web articles, blog posts, YouTube videos available online (see the links in the syllabus, also on the class website)
* Three books that you will need to purchase (available from the Coop or Amazon. Amazon has both new and used options):
  + Shirky, C. (2008), Here Comes Everybody: The Power of Organizing Without Organizations, Penguin Books: New York
  + Lih, A. (2009), The Wikipedia Revolution: How a Bunch of Nobodies Created the World's Greatest Encyclopedia, Hyperion: New York
  + MacKinnon, R. (2012) Consent of the Networked: The Worldwide Struggle For Internet Freedom, Basic Books: New York

**3. Class Logistics**

***Class Website***

The class does not utilize the KNET class page system; the class page is located at <http://mediapoliticspower.com>

It will be updated each week (for information relating to the next week), by 11.59pm each Friday with any relevant details for the following week.

***Questions***

If you do have a question for Nicco or the CAs on any issue, big or small, content or technical related – just email [info@mediapoliticspower.com](mailto:info@mediapoliticspower.com) and you will be answered as soon as possible. Usually it will be in a few minutes/hours, with a maximum of 24 hours.

***Grading***

You will be updated on your grades throughout the semester, which will allow you to both track your performance and ensure you have completed all the deliverables.

***HKS and Harvard events related to Media, Politics and Power in the Digital Age***

Throughout the semester there will be a number of practitioners, thought leaders and academics that will speak at events on issues related to the class. While it is optional you are encouraged to attend and highlight takeaways from these events in class discussion, in your blog post and final papers. The events will be announced in class.

***Mid Semester Feedback***

Mid semester all students will be asked for feedback on the class in order to make any improvements. The results will be shared with all student and recommendations implemented.

***URL purchase and Blog creation***

Students can use any domain registry or blogging platform they wish, and can use a URL and/or a Blog that they have already established. For those who do not have a URL we can recommend [www.godaddy.com](http://www.godaddy.com) or [www.namecheap.com](http://www.namecheap.com), as cheap and user friendly domain registrars. For a blogging platform, previously students have overwhelmingly used [www.wordpress.com](http://www.wordpress.com), which they have found easy to use and customize. [Wordpress.com](file:///C:\Users\akommer\AppData\Local\Microsoft\Windows\Temporary%20Internet%20Files\Content.Outlook\IYNWRUJP\wordpress.com) also allows you to buy your URL through them.

**4. Class Schedule, Readings and Deliverables**

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| **Week 1** |
| **(Shopping) Wednesday 5 September 2012**  ***Shopping Day***  *Readings*   * No readings   *Deliverables*   * No deliverables |
| **(Class 1) Friday 7 September 2012**  ***Digital literacy***  *Readings*   * BOOK: Here Comes Everybody: The Power of Organizing Without Organizations, by Shirky (Chapters 1, 2 and 3) * BOOK [CMO COURSEPACK]: The Groundswell, by Li and Bernoff (Chapters   1, “Why the Government and Why Now?” and 3, “The Social Technographics”)   * Profile”) WEB ARTICLE: “The Long Tail”, by Anderson in Wired Magazine. <http://bit.ly/P6rdIx> * WEB ARTICLE: “Long Tail”, Wikipedia page. <http://bit.ly/T00iT7> * WEB ARTICLE: “How the Web Was Won”, by Mayo and Newcomb in Vanity Fair. <http://vnty.fr/PX8piK> * OPTIONAL: BOOK: (for those with no blogging experience either as a blogger or as a consumer of blogs) “Essential Blogging” by Doctorow et al (Chapter 1 only) <http://bit.ly/Q0Yf1b>   *Deliverables*   * Digital Tool Kit 1: Set up a LinkedIn account and connect with Nicco Mele * Digital Tool Kit 2: Join the DPI659 Google Group * Digital Tool Kit 3: Set up a Twitter account, class hashtag is #mppdigital * Digital Tool Kit 4: Set up a bit.ly account * Additional guidance and details will be provided in class and on the class page; <http://mediapoliticspower.com> |
| **Week 2** |
| **(Class 2) Monday 10 September 2012**  ***DNS - Servers – ICANN - Security***  *Readings*   * BOOK: Here Comes Everybody: The Power of Organizing Without Organizations, by Shirky (Chapters 4, 5, 6 and 7) * WEB ARTICLE: “World War 3.0” by Gross in Vanity Fair. <http://vnty.fr/NPcP9U>   *Deliverables*   * Digital Tool Kit 5: Buy URL * Additional guidance and details will be provided in class and on the class page; <http://mediapoliticspower.com> |
| **(Class 3) Wednesday 12 September 2012**  ***Web 2.0 - APIs***  *Readings*   * BOOK: Here Comes Everybody: The Power of Organizing Without Organizations, by Shirky (Chapters 8, 9, 10 and 11) * BLOG: “What Is Web 2.0” by O’Reilly on his Blog. <http://oreil.ly/T00K3P> * WEB ARTICLE: “The Strategic Tool Of Working With Others (Or Not)” by Gasser and Palfrey in Fast Company. <http://bit.ly/OvM49w>   *Deliverables*   * Digital Tool Kit 6: Set up your blog * Additional guidance and details will be provided in class and on the class page; <http://mediapoliticspower.com> |
| **Week 3** |
| **(Class 4) Monday 17 September 2012**  ***Google Search***  *Readings*   * BOOK [CMO COURSEPACK]: The Search: How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture, by Battelle (Chapter 2, “Who, What, Where, Why, When, and How (Much)” and Chapter 4, “Google is Born”)   *Deliverables*   * Digital Tool Kit 7: Set up your own Google Group * Additional guidance and details will be provided in class and on the class page; <http://mediapoliticspower.com> |
| **(Class 5) Wednesday 19 September 2012**  ***Google SEO***  *Readings*   * VIDEO: “Introduction to the Google AdWord Auction” by Google and Varian. <http://bit.ly/Q12xWa> * VIDEO: “Getting Started with Google AdWords” by Google. <http://bit.ly/M2D2yP> * WEB ARTICLE: “"ObamaCare": Google Ads on the World As It Is” by Scola in TechPresident. <http://bit.ly/NC4TeW> * WEB ARTICLE: “The SEO White House” by Scola in TechPresident. <http://bit.ly/MsOlBL>   *Deliverables*   * Digital Tool Kit 8: Roll out your Google AdWord campaign * Additional guidance and details will be provided in class and on the class page; <http://mediapoliticspower.com> |
| **Week 4** |
| **(Class 6) Monday 24 September 2012**  ***Open-Source***  *Readings*   * BOOK: The Cathedral and the Bazaar, by Raymond. <http://bit.ly/MekXDZ> * BLOG: “The Architecture of Participation” by O’Reilly on his Blog. <http://bit.ly/M2E7GL>   *Deliverables*   * Digital Tool Kit 9: Create your own Wikipedia account * Additional guidance and details will be provided in class and on the class page; <http://mediapoliticspower.com> |
| **(Class 7) Wednesday 26 September 2012**  ***Wikipedia***  *Readings*   * BOOK: The Wikipedia Revolution: How a Bunch of Nobodies Created the World’s Greatest Encyclopedia, by Lih. (Chapters 5, 7 and 8) * OPTIONAL: BOOK: The Wikipedia Revolution: How a Bunch of Nobodies Created the World’s Greatest Encyclopedia, by Lih. (Remainder of book)   *Deliverables*   * Blog Post 1: Evaluation of a Wikipedia entry of your choice (include your Wikipedia account name in the post) * Additional guidance and details will be provided in class and on the class page; <http://mediapoliticspower.com> |
| **Week 5** |
| **(Class 8) Monday 1 October 2012**  ***Social Networking***  *Readings*   * BOOK [CMO COURSEPACK]: Net Smart: How to Thrive Online, by Rheingold. (Chapter 5, “Social Has a Shape: Why Networks Matter”) * BOOK [CMO COURSEPACK]: Connected: The Surprising Power of Our Social Networks and How They Shape Our Lives, by Christakis and Fowler. (Chapter 8, “Hyperconnected”)   *Deliverables*   * No deliverables |
| **(Class 9) Wednesday 3 October**  ***Privacy and The Filter Bubble***  *Readings*   * WEB ARTICLE: “Are we stuck in filter bubbles? Here are five potential paths out” by Stray in Neiman Journalism Lab. <http://bit.ly/Qq6gza> * VIDEO: “Filter Bubble, or How Personalization is Changing the Web” by Pariser and TED. <http://bit.ly/NC5Xzj> * BOOK: Consent of the Networked: The Worldwide Struggle For Internet Freedom, by MacKinnon. (Chapters 1, 2, 3 and 4) * BOOK [CMO COURSEPACK]: Born Digital: Understanding the First Generation of Digital Natives, by Palfrey and Gasser. (Chapter 3, “Privacy”)   *Deliverables*   * Blog Post 2: Social Networking / Privacy and The Filter Bubble |
| **Week 6** |
| **Monday 8 October 2012**  **NO CLASS COLUMBUS DAY** |
| **(Class 10) Wednesday 10 October 2012**  ***In-Class Digital Comprehension Test***  *Readings*   * No readings   *Deliverables*   * No deliverables   ***\*Event Thursday 11 October 2012\****   * **DPI659 Happy Hour, 7pm upstairs at Tommy Doyles** |
| **Week 7** |
| **(Class 11) Monday 15 October 2012**  ***Press: Business Models***  *Readings*   * BOOK: The End of Big by Mele. (Chapter 2) <http://nicco.org/readings/eobchapter2.pdf> * BLOG: “[Readings from news execs](http://scripting.com/stories/2010/10/18/readingsFromNewsExecs.html)” by Winer on his Blog. <http://bit.ly/M2G1as> * WEB ARTICLE: “Owner Mark Cuban Trades Stocks on Sharesleuth’s Findings Before They’re Published” by Gray in Wired. <http://bit.ly/PXrMbh>   *Deliverables*   * No deliverables |
| **(Class 12) Wednesday 17 October 2012**  ***Press: The Triangle***  *Readings*   * BLOG: “Newspapers and Thinking the Unthinkable”, by Shirky at his Blog. <http://bit.ly/MemDgH> * WEB ARTICLE: “The Triangle: Limits of Blog Power” by Daou in TechPresident. <http://bit.ly/Q1bHlM> * WEB ARTICLE: “Confidence Game - The limited vision of the news gurus” by Starkman in Colombia Journalism Review. <http://bit.ly/NPfBw0>   *Deliverables*   * Blog Post 3: Press (Business Models / The Triangle) |
| **Week 8** |
| **(Class 13) Monday 22 October 2012**  ***Politics: Advocacy and Gladwell***  *Readings (Please read in this order)*   * WEB ARTICLE: “Digital Maoism: The Hazards of the New Online Collectivism”, by Lanier in Edge.org <http://bit.ly/OcpWAM> * WEB ARTICLE: “Small Change: Why the revolution will not be tweeted”, by Gladwell in The New Yorker. <http://nyr.kr/OvOGUW> * WEB ARTICLE: “What Gladwell Got Wrong: Beyond “Like Button” Activism”, by Graham-Felsen in The Huffington Post. <http://huff.to/MUSAJ4> * WEB ARTICLE: “350 Global Day of Action: A New Bright Line for Digital Organizing”, by Silberman in The Huffington Post. <http://huff.to/MUSIbu> * WEB ARTICLE: “Exclusive: Biz Stone on Twitter and Activism”, by Stone in The Atlantic. <http://bit.ly/MUQKGf> * WEB ARTICLE: “Malcolm Gladwell’s Response to Critics of His New Yorker Piece on Social Media”, by Isaac in Forbes. <http://onforb.es/MUSMrT> * OPTIONAL*:* WEB ARTICLE: “Looking for What Works: Best Online Organizing Reads of 2010”, by Silberman in The Huffington Post. <http://huff.to/PXyMFk>   *Deliverables*   * No deliverables |
| **(Class 14) Wednesday 24 October 2012**  ***Politics: Fundraising***  *Readings*   * BOOK [CMO COURSEPACK]: The MoveOn Effect: The Unexpected Transformation of American Political Advocacy, by Karpf (Chapter 2, “The MoveOn Effect”, pages 29-51 only) * BOOK [CMO COURSEPACK]: Mousepads, Shoe Leather, and Hope: Lessons from the Howard Dean Campaign for the Future of Internet Politics, by Teachout. (Chapter 14, “E-Mail: Sign Your Own Name” by Nuxoll and Chapter 17, “After New Hampshire” by Nuxoll) * BOOK [CMO COURSEPACK]: Margin of Victory: How Technologists Help Politicians Win Elections, by Pearlman (Ed.). (Chapter 3, “Skyrocketing Numbers:   Online Fundraising for Political Campaigns,” by Mele)   * REPORT: “Online Tactics & Success: An Examination of the Obama for America New Media Campaign” by Online Tactics and Success <http://nicco.org/2011/obama.pdf> * WEB ARTICLE: “Message Machine - Reverse Engineering the 2012 Campaign” by Larson and Shaw in ProPublica. <http://bit.ly/Oz9r40> * OPTIONAL: WEB ARTICLE: “Top ten tips in email writing from organizations changing the world” by Frauzel in Mobilization Lab. <http://bit.ly/PdovAI> * OPTIONAL: WEB ARTICLE: “The A/B Test: Inside the Technology That’s Changing the Rules of Business” by Christian in Wired. <http://bit.ly/O9GsEs> * OPTIONAL: REPORT: “2012 E-Non Profit Benchmark Study”, by Non-Profit Technology Network. <http://nicco.org/readings/2012_eNonprofit_Benchmarks_Study.pdf> * OPTIONAL: REPORT: “Experiments in Online Advocacy”, New Organizing Institute. <http://nicco.org/readings/NOI-email-experiments.pdf>   *Deliverables*   * Digital Tool Kit 10: Create a Storify account and a social media story |
| **Week 9** |
| **(Class 15) Monday 29 October 2012**  ***Politics: Persuasion***  *Readings*   * Persuasion in American Politics by Nicco Mele <http://nicco.org/readings/persuasion.pdf> * WEB ARTICLE: “Persuasion Points Online: Helping Harry Reid, One Click at a Time”, by Schlough, Koster, Barr and Davis in Campaigns and Elections. <http://bit.ly/PXEKpB> * WEB ARTICLE: ““Yes We Can”: How Online Viewership, Blog Discussion, Campaign Statements, and Mainstream Media Coverage Produced a Viral Video Phenomenon”, by Wallsten in Journal of Information Technology & Politics <http://nicco.org/readings/WallstenViralVideo.pdf> * HBS CASE [CMO COURSEPACK]: “Obama versus Clinton: The YouTube Primary”, by Deighton and Kornfeld   *Deliverables*   * No deliverables |
| **(Class 16) Wednesday 31 October 2012**  ***Politics: GOTV***  *Readings*   * HBS CASE [CMO COURSEPACK]: “Barack Obama: Organizing for America 2.0”, by Piskorski and Winig * WEB ARTICLE: “The New Organizers, What’s really behind Obama’s ground game”, by Exley in The Huffington Post. <http://huff.to/NCb7vo> * WEB ARTICLE: “Neighbor to Neighbor: How Obama Targets Undecideds Block by Block”, by Wallis in The Huffington Post <http://huff.to/Pdr5Xg>   *Deliverables*   * Blog Post 4: Politics (Persuasion / GOTV) |
| **Week 10** |
| **(Class 17) Monday 5 November 2012**  ***Press: Wikileaks***  *Readings*   * WEB ARTICLE: “The Hazards of Nerd Supremacy: The Case of WikiLeaks”, by Lanier in The Atlantic. <http://bit.ly/MsTgmf> * BOOK: Consent of the Networked: The Worldwide Struggle For Internet Freedom, by MacKinnon. (Chapters 5, 6, and 7) * WEB ARTICLE: “No Secrets: Julian Assange’s mission for total transparency”, by Khatchadourian in The New Yorker. <http://nyr.kr/MsTkCm>   *Deliverables*   * No deliverables |
| **(Class 18) Wednesday 7 November 2012**  ***Politics: The Arab Spring***  *Readings*   * WEB ARTICLE: “A “Cute” Facebook Revolution”, by Fathy in The Middle East Institute. <http://bit.ly/N5Cb10> * WEB ARTICLE: “A Tunisian-Egyptian Link That Shook Arab History”, by Kirkpatrick and Sanger in The New York Times. <http://nyti.ms/M2U1ks> * BOOK: The Net Delusion: The Dark Side of Internet Freedom, by Morozov. (Afterword only) <http://scr.bi/N5BPre> * BLOG: “The #freemona Perfect Storm: Dissent and the Networked Public Sphere” by Tufekci on her Blog. <http://bit.ly/NCfBC5> * VIDEO: “Ethan Zuckerman- Cute Cats and the Arab Spring: When Social Media Meet Social Change”, by Zuckerman. <http://bit.ly/M2SZF5>   *Deliverables*   * Blog Post 5: Politics (The Arab Spring, Wikileaks) |
| **Week 11** |
| **Monday 12 November 2012**  **NO CLASS VETERAN’S DAY** |
| **(Class 19) Wednesday 14 November 2012**  ***Government: National Security***  *Readings*   * WEB ARTICLE: “The Wrong War: The Insistence on Applying Cold War Metaphors to Cybersecurity Is Misplaced and Counterproductive” by Singer in Brookings <http://bit.ly/NPivko> * BOOK: Consent of the Networked: The Worldwide Struggle For Internet Freedom, by MacKinnon (Chapters 8, 9, 10, 11, 12, 13 and 14)   *Deliverables*   * Blog Post 6: Outline of your final major deliverable * Additional guidance and details will be provided in class and on the class page; <http://mediapoliticspower.com> |
| **Week 12** |
| **(Class 20) Monday 19 November 2012**  ***Government: Government as Platform***  *Readings*   * BOOK [CMO COURSEPACK]: Open Government: Collaboration, Transparency, and Participation in Practice, by [Lathrop](http://www.amazon.com/s/ref=ntt_athr_dp_sr_1?_encoding=UTF8&field-author=Daniel%20Lathrop&ie=UTF8&search-alias=books&sort=relevancerank) and Ruma. (Chapter 2, “Government As   a Platform,” by Noveck, Chapter 4, “The Single Point of Failure,” by Noveck and  Chapter 12, “After the Collapse,” by Eaves)   * OPTIONAL: REPORT: “Citizen 2.0” by Barkat, Jaeggli and Dorsaz at Redcut. <http://bit.ly/PXNoo9>   *Deliverables*   * No deliverables |
| **Wednesday 21 November 2012**  **NO CLASS THANKSGIVING RECESS** |
| **Week 13** |
| **(Class 21) Monday 26 November 2012**  ***Government: Data and Transparency***  *Readings*   * HBS CASE [CMO COURSEPACK]: “Data.gov” by Lakhani, Austin and Yi. * BOOK [CMO COURSEPACK]: Open Government: Collaboration, Transparency, and Participation in Practice, by [Lathrop](http://www.amazon.com/s/ref=ntt_athr_dp_sr_1?_encoding=UTF8&field-author=Daniel%20Lathrop&ie=UTF8&search-alias=books&sort=relevancerank) and Ruma. Ruma. (Chapter 22, “All Your Data Are Belong to Us: Liberating Government Data” by Brito and Chapter 26, “Transparency Inside Out, by Koelkebeck) * BLOG: “Wikiworld” by Di Filippo on Pyr Books Blog. <http://bit.ly/T04amZ> * WEB ARTICLE: “Why Craigslist Is Such a Mess”, by Wolf in Wired. <http://bit.ly/LX5dE1> * VIDEO: “The Local Revolution Keynote at the 2012 Personal Democracy Forum” by Torpey at Personal Democracy Forum. <http://bit.ly/QqaTJr> * WEB ARTICLE: “Truth in the Age of Social Media: A Social Computing and Big Data Challenge”, by Meier in iRevloution. <http://bit.ly/NUYg4p> * VIDEO: “Video Introduction to Crisis Mapping” by Meier in iRevloution. <http://bit.ly/NUYOqZ> * OPTIONAL: WEB ARTICLE “Ushahidi and the Long Tail of Mapping for Social Change” by Eaves in TechPresident. <http://bit.ly/MUV0aE>   *Deliverables*   * No deliverables |
| **(Class 22) Wednesday 28 November 2012**  ***Skills: Technical Project Management***  *Readings*   * No readings – work on your final deliverable!   *Deliverables*   * No deliverables – work on your final deliverable! |
| **Week 14** |
| **(Class 23) Monday 3 December 2012**  ***Skills: Web Analytics***  *Readings*   * No readings – work on your final deliverable!   *Deliverables*   * No deliverables – work on your final deliverable! |
| **(Class 24) Wednesday 5 December 2012**  ***Future and Class Wrap-Up***  *Readings*   * BOOK [CMO COURSEPACK]: Reality Is Broken: Why Games Make Us Better and How They Can Change the World, by McGonigal. (“Introduction”) * WEB ARTICLE: “The Decline and Fall of an Ultra Rich Online Gaming Empire”, by Dibbell in Wired. <http://bit.ly/T04uCf> * WEB ARTICLE: “The Dream Factory - From design to delivery, custom manufacturing is coming soon to a desktop near you”, by Thompson in Wired. <http://bit.ly/P74vzZ> * WEB ARTICLE: “Generation Fabrication”, by Cascio in World Changing. <http://bit.ly/QEmOOe> * WEB ARTICLE: “The Kind of Future Fabbing Suggests”, by Steffen in World Changing. <http://bit.ly/OzkzOn>   *Deliverables*   * No deliverables – work on your final deliverable! |
| **Final Deliverable Due Friday 14 December 2012** |
| **Final Grades Due Monday 24 December 2012** |