

Department of Statistics & Computer Information Systems
Baruch College Zicklin School of Business
The City University of New York

CIS 3810 Principles of New Media
Spring 2012

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Course Homepage: www.baruchnewmedia.com/wiki

COURSE SYLLABUS

COURSE DESCRIPTION: A survey of modern cyberculture, including various forms of human communication mediated by the creative application of computer technology, and the developments that have enabled this exploding phenomenon. This course studies the history, theory, and practice of new media in today's networked society; the implications of the convergence of technology and convergence of disciplines; and the societal implications of the new connectedness. Second generation web-based media such as social communities, blogs, wikis, personal web pages will be examined. Issues relating to privacy, copyright and ethics on the web will be explored.

LEARNING OBJECTIVES: At the conclusion of this course students will gain an understanding of new media history, theory, and principles how new media are being used in today's highly connected and interconnected environment the ethical issues inherent in these new media technologies, e.g., the digital divide, gender issues, access for the disabled, etc. - the implications for society of many of these new media technologies trends in computer-mediated communication and what the future may hold

LEARNING FORMAT: This course requires a high degree of participation on the part of students, who will be required to complete assigned readings which will be discussed online. Everyone will be required to contribute to web-based blogs, wikis, forums, and online groups, and to report on their experiences in online discussions.

LEARNING CULTURE: This course has been constructed to be a FUN learning experience. However, don't be fooled. Your work is expected to be professional quality. Our final assignments like blogs and wikis and the term projects will ultimately be linked to from our course homepage.

GRADING:

Your blog – 25%

Class wiki – 15%

Blackboard/Twitter Discussions 10%

Term research project – 17%

Final exam – 30%

Miscellaneous HW– 3%

REQUIRED TEXTBOOK: none. Readings will be accessible from the course homepage and the Newman Library ereserve.

COURSE OUTLINE

Introduction to New Media and this Class

History of New Media / New Media Timeline

What is New Media

Doing Scholarly Research for your Term Research Project

Blogging

Wikis

Blogs vs. Wikis

Working Together on Our Class Wiki

Social Networking

Virtual Worlds

The 5 C's: Communication, Collaboration, Community, Creativity, Convergence

The Open Source Community

P2P Filesharing

Impact areas of the New Media

Impact of New Media on Society

READINGS Tied to Topics above may be found at:

http://baruchnewmedia.com/wiki/New_Media_Course:_Readings

Spring 2012 DYNAMIC COURSE OUTLINE:

http://baruchnewmedia.com/wiki/Spring_2012_Dynamic_Course_Outline:_NET1

ACADEMIC HONESTY: The Department of Statistics & Computer Information Systems fully supports Baruch College's policy on Academic Honesty, which states, in part:

"Academic dishonesty is unacceptable and will not be tolerated. Cheating, forgery, plagiarism and collusion in dishonest acts undermine the college's educational mission and the students' personal and intellectual growth. Baruch students are expected to bear individual responsibility for their work and to uphold the ideal of academic integrity. Any student who attempts to compromise or devalue the academic process will be sanctioned."

Additional information can be found at

http://www.baruch.cuny.edu/academic/academic_honesty.html.