## Content

| Course Code | Course Name               | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|---------------------------|----------|--------|----------|-----|--------|------|
| JOU407      | Digital Media and Society | 7        | 2      | 0        | 0   | 2      | 5    |

| Prerequisites          |  |
|------------------------|--|
| Admission Requirements |  |

| Language of Instruction | Turkish  |  |
|-------------------------|--|--|
| Course Type             |  |  |
| Course Level            | Bachelor Degree  |  |
| Objective               | This course aims to discuss contemporary conceptualizations and theoretical approaches related to the change in different media sectors and in different areas of social life, occurred with the emergence of digital technology and the internet. |  |
| Content                 | See. Subject Headings (Topics)   |  |
| References              |  |  |

## **Theory Topics**

| Week | Weekly Contents                               |
|------|---|
| 1    | Introduction to the course                    |
| 2    | Digitalization, Moore's law, digital "free"   |
| 3    | Rise of the amateur, mass amateurization      |
| 4    | Long tail theory                              |
| 5    | Superstar economy                             |
| 6    | Paradox of choice                             |
| 7    | Digital publishing, film and music industries |
| 8    | Midterm exam                                  |
| 9    | Crowdsourcing                                 |
| 10   | Crowdsourcing                                 |

| Week | Weekly Contents  |  |
|------|--|--|
| 11   | Open and mass online collaboration                       |  |
| 12   | Case study: Wikipedia                                    |  |
| 13   | Case study: Free/open source software movement and Linux |  |
| 14   | Wisdom of the crowds and collective intelligence         |  |