

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	Elective
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	Books Chris Anderson (2008). Uzun Kuyruk. İstanbul: Optimist. Yochai Benkler (2012). Penguen ve Leviathan. İstanbul: Optimist. Jeff Howe (2010). Crowdsourcing. İstanbul: Optimist. Clay Shirky (2010). Herkes Örgüt. İstanbul: Optimist. TED Conferences (www.ted.com) Chris Anderson: Technology's long tail Yochai Benkler: The new open-source economics Howard Rheingold: The new power of collaboration Barry Schwartz: The paradox of choice Clay Shirky: How social media can make history Clay Shirky: Institutions vs. collaboration Clay Shirky: How cognitive surplus will change the world James Surowiecki: The power and the danger of online crowds Luis von Ahn: Massive-scale online collaboration Jimmy Wales: The birth of Wikipedia

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
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