

Course Code	SOC204			
Course Name	Sociology of New Media			
Credits	4			
Course Offered to	UG			
Course Description	This course is aimed introducing students to macro-sociological concepts to understand the role of new media and online networking in the contemporary world. (In PART I) we draw from sociological perspectives that move beyond 'technological determinism' and shed light on the social and real-world implications of IT-driven media and communications. We begin with a survey of key concepts, including the theories of networks by Barry Wellman (2012), Manuel Castells (1996) and others who conceptualised the rise of 'new' media and online communicationsas central to ongoing social change. (In Part II) We consider a series of thematic areas and evaluate these theories in the context of contemporary societies. These themes range from the rising inequality and digital divide, to the role of new media in politics and power and also in the related fields of journalism and law. In terms of pedagogical approach, and evaluating criteria, our course will rely on active learning that requires all students to participate and engage with online communities as well as reflect on the key concepts through their own experience as social media users in India.			
Pre-requisites				
Pre-requisite (Mandatory)	Pre-requisite (Desirable)	Pre-requisite(other)		
None	Introduction to Sociology	N/A		
Post Conditions				
CO1	CO2	CO3	CO4	CO5
Introduce students to macro-level sociological theories and acquaint them with concepts in new media and society	Students can independently and critically question assumptions in technological deterministic claims	Students will explore concepts that explain the role new media plays in various realms of social structures – economic, community and social capital.	Students will be able to independently and critically research projects	Students will be able to respond and reflect critically on their own practices as new media and social networking developers.
Weekly Lecture Plan				
Week Number	Lecture Topic	COs Met	Assignment/Labs/Tutorial	
1	Introduction: Moving beyond technological determinism	CO1	Readings assigned	
2	New and old media: Sociological perspectives (PART I)	CO1,CO2	Summarising asignments	
3	Virtual community and social capital	CO1,CO2	Readings assigned	
4	Networked individualism	CO1,CO2	Summarising assignments	
5	Information society in history	CO1,CO2, CO3	Response paper	
6	Information society in China	CO1, CO2	Reading assigned	
7	Information society in India	CO1, CO2	Reading assigned	
8	Media research: methods workshop	CO3, CO4	Project assigned	
9	New media and economy: Wikipedia (PART II)	CO1, CO3, CO4	Proj cont.	
10	Social media and networked journalism	CO1, CO3, CO4	Proj cont.	
11	Online rumours, bots and violence	CO1, CO2, CO5	Proj cont.	
12	Project presentations	CO3, CO4, CO5	Project presentations	
13	Revision and essay submission	CO3,CO4, CO5		
Assessment Plan				
Type of Evaluation	% Contribution in Grade			
Response paper	10%			
Mid-Term exam	20%			
Final exam	30%			
Class participation/quiz	10%			
Project	30%			
Resource Material				
Type	Title			
Reference	By Lee Rainie, Barry Wellman			
Reference	Net smart: How to thrive online by Howard Rheingold			
Reference	Communication Technology and the Information Have-Less in Urban China			