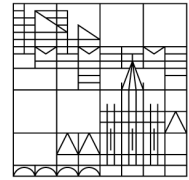


Politik- und Verwaltungswissenschaft
Juniorprofessor
Social Science Data Collection and Analysis
Dozent: Junprof. Dr. Andreas Jungherr

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The Impact of Technology on Political Communication: The Printing Press, Newspapers, Television, and the Internet (SS 2017)

Time: Thursdays—11:45 to 13:15

Language: English

Place: D-D 301

Start: April 27, 2017

Office Hours: By appointment

Description: Changes in media technology have historically impacted political processes, structures, and patterns of political communication. Currently, we are living through one of these transitions in form of the digitalization. This makes it paramount to understand its likely impact on politics. During the course, students will be introduced to central approaches in conceptualizing and measuring the effects of technological change on politics. In the first part of the course, we will focus on conceptualizing the relationship between technology, communication, and politics. Following this, we will focus on specific technologies and their relationship with politics. In the last section of the course, we will discuss the use of digital technology in specific areas of politics.

Level: Create—Students are expected to develop theory-driven research questions and develop appropriate operationalization. In selected cases they can also perform data analyses focusing on their research questions.

Veranstaltung-Nr. & ECTS-Punkte:
POL-20970-20171—Proseminar—6 ECTS

Requirements:

1. Regular and active participation.
2. Presentation
 - You will be asked to present a research papers assigned to you during the first session of the course.
 - For this, please present the research question, concepts in use, case, analytical approach, and findings of the paper assigned to you.
 - This presentation will take approximately 10-15 minutes and will be followed by a quick round of feedback from the other participants.
 - In preparing your presentation follow the guidelines discussed during the first session.
3. Response Paper
 - You will be asked to prepare a short response paper during the course on one of the topics discussed in the paper.

- Aim of the response paper is the preparation of research expose including a research questions, justification, and short sketch of a proposed study including a preliminary overview of relevant literature.
- Cover page: University, department, course title, paper title, name, MatrikNr., semester count, study program, and e-mail-address.
- Paper: Font—Times New Roman, 12pt; Line-separation—1.5; Page borders—2.5 cm left and right, 2cm above and below; Page set—Block; The first line of each paragraph is indented.
- Citation Style: Please follow the citation convention of the *American Political Science Review (APSR)* as given here <http://www.apsanet.org/APSR-Submission-Guidelines-August-2016>.
- Length: ca. 500 words +/-10% (excluding reference section)
- Deadline: 22. June

4. Paper

- Following the course, you will be asked to write a short paper on a topic discussed in the course.
- The aim of this paper is for you to independently develop and present the current state of research (i.e. a systematic literature review with a focus on current debates) on one of the topics discussed during the course.
- Cover page: University, department, course title, paper title, name, MatrikNr., semester count, study program, and e-mail-address.
- Paper: Font—Times New Roman, 12pt; Line-separation—1.5; Page borders—2.5 cm left and right, 2cm above and below; Page set—Block; The first line of each paragraph is indented.
- Citation Style: Please follow the citation convention of the *American Political Science Review (APSR)* as given here <http://www.apsanet.org/APSR-Submission-Guidelines-August-2016>.
- Length: ca. 3000 words +/-10% (excluding reference section)
- Deadline: Please return the paper on the date specified by the department (BA: 15. September; MA: 15. September) electronically at andreas.jungherr@gmail.com and by hardcopy. The date is mandatory and can only be extended in case of officially certified illness.

Syllabus

Background Readings:

Social Science:

- Brady, Henry E., and David Collier, eds. 2010. *Rethinking Social Inquiry: Diverse Tools, Shared Standards*. 2 ed. Lanham: Rowman & Littlefield Publishers Inc.
- Gerring, John. 2012. *Social Science Methodology: A Unified Framework*. 2 ed. Cambridge, UK: Cambridge University Press.
- Gerring, John, and Christenson, D. 2017. *Applied Social Science Methodology: An Introductory Guide*. Cambridge, UK: Cambridge University Press.
- Rodrik, Dani. 2015. *Economic Rules: The Rights and Wrongs of the Dismal Science*. New York, NY: W. W. Norton.

Political Communication:

- McQuail, Denis. 2010. *Communication Theory*. 6 ed. Los Angeles, CA: Sage.
- Neuman, W. Russell. 2016. *The Digital Difference: Media Technology and the Theory of Communication Effects*. Cambridge, MA: Harvard University Press.
- Schulz, Winfried. 2011. *Politische Kommunikation: Theoretische Ansätze und Ergebnisse empirischer Forschung*. 3 ed. Wiesbaden, DE: Springer VS.

Media & Technology

- Couldry, Nick. 2012. *Media, Society, World: Social Theory and Digital Media Practice*. Cambridge, UK: Polity Press.
- Goody, Jack. 1977. *The Domestication of the Savage Mind*. Cambridge, MA: Cambridge University Press.
- Peters, John Durham. 2015. *The Marvelous Clouds: Toward a Philosophy of Elemental Media*. Chicago, IL: The University of Chicago Press.
- Scharff, Robert C., and Val Dusek (Ed.) 2014. *Philosophy of Technology: The Technological Condition an Anthology*. 2nd ed. Chichester, UK: WILEY Blackwell.
- Sismondo, S. (2010). *An Introduction to Science and Technology Studies* (2. Edition) (pp. 81-92). Malden, MA: WILEY Blackwell.

Quantitative Methods:

- Baumer, Benjamin S., Daniel T. Kaplan, and Nicholas J. Horton. 2017. *Modern Data Science with R*. Boca Raton, FL: Chapman & Hall/CRC Press.
- Freedman, David A. 2015. *Statistical Models: Theory and Practice*. New York, NY: Cambridge University Press.
- Freedman, David A., Robert Pisani, and Roger Purves. 2007. *Statistics*. 4 ed. New York, NY: W. W. Norton.
- Kaplan, Daniel T. 2012. *Statistical Modeling: A Fresh Approach*. 2 ed. Project MOSAIC.

Presenting:

- Reynolds, Garr. 2012. *Presentation Zen: Simple Ideas on Presentation Design and Delivery*. 2 ed. Berkeley, CA: New Riders.
- Schwabish, Jonathan. 2017. *Better Presentations: A Guide for Scholars, Researchers, and Wonks*. New York, NY: Columbia University Press.

Writing:

- Basbøll, Thomas. *Research as a Second Language*. <http://secondlanguage.blogspot.de>
- Silvia, Paul J. 2007. *How to Write a Lot: A Practical Guide to Productive Academic Writing*. Washington, DC: American Psychological Association.
- Thomas, Francis-Noël, and Mark Turner. 2011. *Clear and Simple as the Truth: Writing Classic Prose*. 2 ed. Princeton, NJ: Princeton University Press.

Session Plan

Session 1: Introduction

Scientific Practice: Speaking and Presenting

April 27, 2017 Thursday—11:45 to 13:15

FOUNDATIONS

Session 2: Actor Network Theory

May 4, 2017 Thursday—11:45 to 13:15

Session 3: Affordances

May 11, 2017 Thursday—11:45 to 13:15

Session 4: Media and Information Regimes

May 18, 2017 Thursday—11:45 to 13:15

Session 5: Bibliotheksführung (J - J 213)

May 21, 2017 Monday—17:00 to 18:30

Session 6: Structuration

Scientific Practice: Working with Academic Literatur/Reference Management

June 1, 2017 Thursday—11:45 to 13:15

TECHNOLOGIES

Session 7: Television

Scientific Practice: Writing, Citing, and Plagiarism

June 8, 2017 Thursday—11:45 to 13:15

Session 8: Digital Technology

Deadline: Submission Response Paper

June 22, 2017 Thursday—11:45 to 13:15

POLITICAL USES OF DIGITAL TECHNOLOGY

Session 9: News and Political Information

June 29, 2017 Thursday—11:45 to 13:15

Session 10: The Political Information Cycle

July 6, 2017 Thursday—11:45 to 13:15

Session 11: Collective Action

July 20, 2017 Thursday—11:45 to 13:15

Session 12: Measurement

(Discussion of Open Questions and Paper)

July 27, 2017 Thursday—11:45 to 13:15

Detailed Session Plan and Readings

Session 1: Introduction

Scientific Practice: Speaking and Presenting

- Gerring, J. and Christenson, D. (2017). Speaking. In *Applied Social Science Methodology: An Introductory Guide* (pp. 250-261). Cambridge, UK: Cambridge University Press.
- Schwabish, Jonathan. 2017. Theory, Planning, and Design. In *Better Presentations: A Guide for Scholars, Researchers, and Wonks* (pp. 11-28). New York, NY: Columbia University Press.
- Schwabish, Jonathan. 2017. Presenting. In *Better Presentations: A Guide for Scholars, Researchers, and Wonks* (pp. 147-156). New York, NY: Columbia University Press.
- Schwabish, Jonathan. 2017. The Technical Nitty-Gritty. In *Better Presentations: A Guide for Scholars, Researchers, and Wonks* (pp. 157-168). New York, NY: Columbia University Press.

Session 2: Actor Network Theory

Required Readings:

- Sismondo, S. (2010). Actor-Network Theory. In *An Introduction to Science and Technology Studies* (2. Edition) (pp. 81-92). Malden, MA: WILEY Blackwell.

Background Readings:

- Latour, B. (1987). *Science in Action: How to Follow Scientists and Engineers Through Society*. Cambridge, MA: Harvard University Press.
- Latour, B. (2005). *Reassembling the Social: An Introduction to Actor-Network-Theory*. New York, NY: Oxford University Press.

Session 3: Affordances

Required Readings:

- Evans, S. K., Pearce, K. E., Vitak, J. und Treem, J. W. (2017). Explicating Affordances: A Conceptual Framework for Understanding Affordances in Communication Research. *Journal of Computer-Mediated Communication*, 22(1), 35-52. doi:10.1111/jcc4.12180

Presentations:

- Halpern, D. und Gibss, J. (2013). Social media as a catalyst for online deliberation? Exploring the affordances of Facebook and YouTube for political expression. *Computers in Human Behavior*, 29(3), 1159–1168. doi:10.1016/j.chb.2012.10.008

Session 4: Media and Information Regimes

Required Readings:

- Bimber, B. (2003). The Fourth Information Revolution and Postbureaucratic Pluralism. In *Information and American Democracy: Technology in the Evolution of Political Power* (pp. 89-109). Cambridge, UK: Cambridge University Press.
- Williams, B. A. und Delli Carpini, M. X. (2011). Media Regimes and American Democracy. In *After Broadcast News: Media Regimes, Democracy, and the New Information Environment* (pp. 16-50). Cambridge, UK: Cambridge University Press.

Background Readings:

- Bimber, B. (2003). *Information and American Democracy: Technology in the Evolution of Political Power* (pp. 89-109). Cambridge, UK: Cambridge University Press.
- Williams, B. A. und Delli Carpini, M. X. (2011). *After Broadcast News: Media Regimes, Democracy, and the New Information Environment* (pp. 16-50). Cambridge, UK: Cambridge University Press.

Presentations:

- Bimber, B. (2003). Political Organizations in the Fourth Information Revolution. In *Information and American Democracy: Technology in the Evolution of Political Power* (pp. 110-195). Cambridge, UK: Cambridge University Press.
- Bimber, B. und Copeland, L. (2013). Digital Media and Traditional Political Participation Over Time in the U.S. *Journal of Information Technology & Politics*, 10(2), 125-137. doi: 10.1080/19331681.2013.769925
- Copeland, L. und Bimber, B. (2015). Variation in the Relationship Between Digital Media Use and Political Participation in U.S. Elections Over Time, 1996–2012: Does Obama’s Reelection Change the Picture? *Journal of Information Technology & Politics*, 12(1), 74-87. doi: 10.1080/19331681.2014.975391

Session 5: Bibliotheksführung (May 21, 2017 Monday— 17:00 to 18:30 J - J 213)

Session 6: Structuration

Required Readings:

- Webster, J. G. (2011). The Duality of Media: A Structural Theory of Public Attention. *Communication Theory*, 21(1), 43-66. doi:10.1111/j.1468-2885.2010.01375.x

Background Readings:

- Giddens, A. (1984). *The Constitution of Society: Outline of the Theory of Structuration*. Cambridge, UK: Polity Press.
- Karpf, D. (2016). *Analytical Activism: Digital Listening and the New Political Strategy*. New York, NY: Oxford University Press.
- Webster, J. G. (2014). *The Marketplace of Attention: How Audiences Take Shape in a Digital Age*. Cambridge, MA: The MIT Press.

Presentations:

- Anstead, N. and O’Loughlin, B. (2015). Social Media Analysis and Public Opinion: The 2010 UK General Election. *Journal of Computer-Mediated Communication* 20(2), 204-220. doi: 10.1111/jcc4.12102

Scientific Practice:

- Working with Academic Literature: Gerring, J. and Christenson, D. (2017). Reading and Reviewing. In *Applied Social Science Methodology: An Introductory Guide* (pp. 169-181). Cambridge, UK: Cambridge University Press.
- Reference Management (<http://guides.library.utoronto.ca/c.php?g=250610&p=1671259>)

Session 7: Television

Required Readings:

- Gerbner, G. (1998). Cultivation Analysis: An Overview. *Mass Communication and Society*, 1(3-4), 175-194. doi:10.1080/15205436.1998.9677855

Background Readings:

- Lang, K. und Lang, G. E. (2002). *Television and Politics*. New Brunswick, NJ: Transaction Publishers. (Original work published 1984)
- Williams, R. (2003). *Television: Technology and Cultural Form*. Oxon, UK: Routledge. (Original work published 1974)

Presentations:

- Glynn, C. J., Huges, M., Reineke, J. B., Hardy, B. W. und Shanahan, J. (2007). When Oprah Intervenes: Political Correlates of Daytime Talk Show Viewing. *Journal of Broadcasting & Electronic Media*, 51(2), 228-244. doi:10.1080/08838150701304662
- Graber, D. A. (1996). Say it with Pictures. *The ANNALS of the American Academy of Political and Social Science*, 546(1), 85-96. doi:10.1177/0002716296546001008

Scientific Practice:

- Writing, Citing, and Plagiarism: Gerring, J. and Christenson, D. (2017). Writing In *Applied Social Science Methodology: An Introductory Guide* (pp. 230-249). Cambridge, UK: Cambridge University Press.

Session 8: Digital Technology

Required Readings:

- Neuman, W. R., Bimber, B. und Hindman, M. (2011). The Internet and Four Dimensions of Citizenship. In G. C. Edwards III, L. R. Jacobs and R. Y. Shapiro (Ed.), *The Oxford Handbook of American Public Opinion and the Media* (pp. 22-42). Oxford, UK: Oxford University Press.

Background Readings:

- Hindman, M. (2009). *The Myth of Digital Democracy*. Princeton, NJ: Princeton University Press.
- Neuman, W. R. (2016). *The Digital Difference: Media Technology and the Theory of Communication Effects*. Cambridge, MA: Harvard University Press.

Presentations:

- Boulianne, S. (2009). Does Internet Use Affect Engagement? A Meta-Analysis of Research. *Political Communication*, 26(2), 193-211. doi:10.1080/10584600902854363
- Boulianne, S. (2015). Social media use and participation: A meta-analysis of current research. *Information, Communication & Society*, 18(5), 524-538. doi:10.1080/1369118X.2015.1008542

Session 9: News and Political Information

Required Readings:

- Gentzkow, M. und Shapiro, J. M. (2011). Ideological Segregation Online and Offline. *The Quarterly Journal of Economics*, 126(4), 1799-1839. doi:10.1093/qje/qjr044

Background Readings:

- Prior, M. (2007). *Post-Broadcast Democracy: How Media Choice Increases Inequality in Political Involvement and Polarizes Elections*. Cambridge, MA: Cambridge University Press.

Presentations:

- Garrett, R. K. (2009). Politically Motivated Reinforcement Seeking: Reframing the Selective Exposure Debate. *Journal of Communication*, 59(4), 676-699. doi:10.1111/j.1460-2466.2009.01452.x

Session 10: The Political Information Cycle

Required Readings:

- Chadwick, A. (2013). The Political Information Cycle. *The Hybrid Media System: Politics and Power* (pp. 60-88). New York, NY: Oxford University Press.

Background Readings:

- Chadwick, A. (2013). *The Hybrid Media System: Politics and Power*. New York, NY: Oxford University Press.

Presentations:

- Conway, B. A., Kenski, K. und Wang, D. (2015). The Rise of Twitter in the Political Campaign: Searching for Intermedia Agenda-Setting Effects in the Presidential Primary. *Journal of Computer-Mediated Communication*, 20(4), 363-380. doi:10.1111/jcc4.12124
- Kreiss, D. (2016). Seizing the moment: The presidential campaigns use of Twitter during the 2012 electoral cycle. *New Media & Society*, 18(8), 1473-1490. doi:10.1177/1461444814562445

- Wells, C., Shah, D. V., Pevehouse, J. C., Yang, J. H., Pelled, A., Boehm, F., Lukito, J., Gosh, S. und Schmidt, J. L. (2016). How Trump Drove Coverage of the Nomination: Hybrid Media. *Political Communication*, 33(4), 669-676. doi:10.1080/10584609.2016.1224416

Session 11: Collective Action

Required Readings:

- Theocharis, Y. und van Deth, J. W. (2016). The continuous expansion of citizen participation: a new taxonomy. *European Political Science Review*. doi:10.1017/S1755773916000230

Background Readings:

- Bennett, W. L. und Segerberg, A. (2013). *The Logic of Connective Action: Digital Media and the Personalization of Contentious Politics*. Cambridge, UK: Cambridge University Press.

Presentations:

- Bennett, W. L. und Segerberg, A. (2012). The Logic of Connective Action: Digital media and the personalization of contentious politics. *Information, Communication & Society*, 15(5), 739-768. doi:10.1080/1369118X.2012.670661
- Jungherr, A. und Jürgens, P. (2014). Through a Glass, Darkly: Tactical Support and Symbolic Association in Twitter Messages Commenting on Stuttgart 21. *Social Science Computer Review*, 32(1), 74-89. doi:10.1177/0894439313500022

Session 12: Measurement

Required Readings:

- Hersh, E. D. (2015). *Hacking the Electorate: How Campaigns Perceive Voters* (pp. 1-44). New York, NY: Cambridge University Press.

Background Readings:

- Beniger, J. (1989). *The Control Revolution: Technological and Economic Origins of the Information Society*. Cambridge, MA: Harvard University Press.
- Scott, J. C. (1998). *Seeing Like a State: How Certain Schemes to Improve the Human Condition Have Failed*. New Haven, CT: Yale University Press.
- Yates, J. (1989). *Control Through Communication: The Rise of System in American Management*. Baltimore, MD: The Johns Hopkins University Press.

Presentations:

- Livingston, S. (2016). *Digital Affordances and Human Rights Advocacy*. SFB-Governance Working Paper Series No. 69. Berlin, DE.