

**PSC 72001 New Media & Politics**  
**Professor Brian Arbour**  
**Fall 2014**  
**Thursday 4:15-6:15 PM**  
**3 credits [25626]**  
**Room 5212**

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Tuesday 11:00-12 noon (JJC)

### **Course Description**

The media world has changed greatly over the last generation--the internet, YouTube, Facebook, Twitter, cable news (Fox News, MSNBC, Al-Jazeera, etc). These changes in media content and delivery have changed how individuals interact with the news and thus how politicians and other political actors interact with the public. New Media & Politics examines these changes in the media world and pays particular attention to whether these changes alter classic theories of media effects. The course focuses primarily on American politics, but will also touch on new media in comparative perspective.

### **Seminar Organization and Requirements**

1. *Response Papers (30% of your total grade):* Each week, students will write a 2-3 page response to the week's readings. These essays should NOT summarize the readings; instead, they should synthesize and critically respond to them. Essays can do this in a number of ways, including critiquing a study's methodology or measurements, suggesting alternative explanations for its findings, elaborating on the implications of its findings, or suggesting future avenues of research.

The essay should address at least three of the readings from the week, but students are encouraged to address more when possible. These essays are due the night before the class (i.e. before you got to bed on Wednesday night).

2. *Weekly Presentations (10% of your total grade):* Students will lead class discussions of the reading, with little direction by the instructor except where needed. Individual students will sign up to present the reading material on given weeks. Students should familiarize themselves with course topics so that they can sign up during class on September 4.
3. *Book Review (10% of your total grade):* Students will purchase and read one of three recent books about polarization and the media (Stroud's *Niche News*, Arceneuax & Johnson's *Changing Minds or Changing Channels?*, Levundusky's *How Partisan Media Polarize America*). Students will write a review of the book, similar to the reviews published in *Perspectives on Politics* or other political science journals.
  - o Due the night of November 12
4. *Research Proposal. (40% of your total grade):* The proposal should identify an unstudied

problem in the field of media and politics, explain why it deserves attention, identify appropriate methods and measures for the project, and lay out a plan of attack.

- Research topic due October 2
- Literature summary (2 paragraph abstract of 10 sources) due October 30.
- Final proposal due December 18

5. *Attendance and Participation (10% of total grade)*. Attendance at every class is expected. I will conduct these classes as seminars, which require student participation and discussion. One student will lead the discussion, but others need to join in, comment, and question and analyze the reading.

### **Student Choice Weeks**

There are two weeks toward the end of the semester titled Student Choice week. My goal here is to open up these weeks to suggestions from students on topics that we could cover in the seminar. Below, I will list a couple of potential topics, but this is a chance for you to suggest a topic that 1) fits with your research agenda, 2) intrigues you as a topic, 3) and/or fits well with another course you are/have taken.

Some suggestions from me (please come up with ones that seems better/more useful to you):

- Edward Snowden and the Security State
- Corporate Media Consolidation
- Data Journalism and the Future of Media
- DailyKos.com, RedState.com, and New Media in Political Parties
- The Stop Online Piracy Act (SOPA)
- Hacktivism
- Hashtivism

### **Required Books**

Zaller, John. 1992. *The Nature and Origin of Mass Opinion*. New York: Cambridge University Press.

Prior, Markus. 2007. *Post-Broadcast Democracy: How Media Choice Increases Inequality in Political Involvement and Polarizes Elections*. New York: Cambridge University Press.

Hayes, Danny and Matt Guardino. 2012. *Influence from Abroad: Foreign Voices, the Media, and U.S. Public Opinion*. New York: Cambridge University Press.

You will also need to buy one the these three books.

- Stroud, Natalie Jomimi. 2011. *Niche News: The Politics of News Choice*. New York: Oxford University Press.
- Arceneaux, Kevin and Martin Johnson. 2013. *Changing Minds or Changing Channels? Partisan News in an Age of Choice*. Chicago: University of Chicago Press.
- Levendusky, Matthew. 2013. *How Partisan Media Polarize America*. Chicago: University of Chicago Press.

## Reading Assignments

- All journal articles are available via our Library. You are responsible for finding each article and reading it.
- As noted above, you should acquire the books as needed.
- Book chapters will be posted on Blackboard. I have noted these readings below.

### August 28 Introduction and Welcome

#### September 4 Media & Democracy

Bimber, Bruce. 1998. The Internet and political transformation: Populism, community, and accelerated pluralism. *Polity* 31: 133-60.

Farrell, Henry. 2012. "The Consequences of the Internet for Politics." *Annual Review of Political Science*. Vol. 15: 35-52.

Schlozman, Kay Lehman, Sidney Verba, and Henry E. Brady. 2010. "Weapon of the Strong? Participatory Inequity and the Internet." *Perspectives on Politics*. 8(2): 487-509.

Dahlgren, Peter. 2005. "The Internet, public spheres, and political communication: Dispersion and deliberation." *Political Communication*. 22(2): 147-162

Schudson, Michael & Susan E. Tifft, "American Journalism in Historical Perspective," from *The Press*, Geneva Overholser & Kathleen Hall Jamieson, eds. New York: Oxford University Press.

- Posted on Blackboard

"The Web at 25 in the US." Report from the Pew Research Center's Internet and American Life Project <http://www.pewinternet.org/2014/02/27/the-web-at-25-in-the-u-s/>

The State of the News Media 2014" from the Pew Research Center's Journalism Project <http://www.journalism.org/packages/state-of-the-news-media-2014/>

- Read the overview section of the report
- Feel free to skim most of the report to get a flavor of the findings.

### September 11 Media Effects: Agenda Setting

Iyengar, Shanto, Mark D. Peters and Donald R. Kinder. 1982. "Experimental Demonstrations of the 'Not-So-Minimal' Consequences of Television News Programs." *American Political Science Review*. 76(4): 848-858.

Page, Benjamin I., Robert Y. Shapiro and Glenn R. Dempsey. 1987. "What Moves Public Opinion?" *American Political Science Review*. 81(1): 23-44.

McCombs, Maxwell E. and Donald L. Shaw. 1972. "The Agenda-setting Function of Mass Media." *Public Opinion Quarterly*. 36(2): 176-187.

McCombs, Maxwell E. 2004. "How Agenda-Setting Works." from *Setting the Agenda: The Mass Media and Public Opinion*. Malden, MA: Blackwell Publishing.

- Available online at <http://www.davidryfe.com/here/wp-content/uploads/2013/01/mccombsch03setting.pdf>

Vargot, Chris J., Lei Guo, Maxwell McCombs, and Donald L. Shaw." 2014. "Network Issue Agendas on Twitter During the 2012 U.S. Presidential Election." *Journal of Communication*. 64(2): 296-316

September 18 Media Effects: Priming and Framing

Krosnick, Jon A. and Donald R. Kinder. 1990. "Altering the Foundations of Support for the President Through Priming." *American Political Science Review*. 84(2): 497-512

Chong, Dennis and James N. Druckman. 2007. "Framing Public Opinion in Competitive Democracies." *American Political Science Review*. 104(4): 637-655

Nelson, Thomas E. Rosalee A. Clawson, and Zoe M. Oxley. "Media Framing of a Civil Liberties Conflict and Its Effect on Tolerance." *American Political Science Review*. 91 (03): 567-583.

Scheufele, Dietram. 1999. "Framing as a Theory of Media Effects." *Journal of Communication*. 49(1): 103-122.

Smith, Glen and Kathleen Searles. 2012. "Fair and Balanced News or a Difference of Opinion? Why Opinion Shows Matter for Media Effects." *Political Research Quarterly*. 66(3): 671-684.

September 25 No Class—Rosh Hashanah

October 2 Media Effects: Opinion Change

Zaller, John. 1992. *The Nature and Origin of Mass Opinion*. New York: Cambridge University Press.

Scheufele, Dietram A. & David Tewksbury. 2006. "Framing, Agenda Setting, and Priming: The Evolution of Three Media Effects Models." *Journal of Communication*. 57(1): 9-20.

October 9 Impact of New Media

West, Mark D. 2013. "Is the Internet an Emergent Public Sphere?" *Journal of Mass Media Ethics*. 28(3): 155-159.

Kirk, Rita and Dan Schill. 2011. "A Digital Agora: Citizen Participation in the 2008 Presidential Debates." *American Behavioral Scientist*. 55(3): 325-247.

Groshek, Jacob. 2011. "Media, Instability, and Democracy: Examining the Granger-Causal Relationships of 122 Countries from 1946 to 2003." *Journal of Communication*. 61(1): 161-181.

Khazaeli, Susan and Daniel Stockemer. 2013. "The Internet: A New Route to Good

Governance.” *International Political Science Review*. 34(5): 463-482.

Zhang, Weiwu, Thomas J. Johnson, Trent Seltzer, Shannon L. Bichard. 2010. “The Revolution Will be Networked The Influence of Social Networking Sites on Political Attitudes and Behavior.” *Social Science Computer Review*. 28(1): 75-92.

October 16                      Consequences of New Media

Prior, Markus. 2007. *Post-Broadcast Democracy: How Media Choice Increases Inequality in Political Involvement and Polarizes Elections*. New York: Cambridge University Press.

Mancini, Paolo. 2013. “Media Fragmentation, Party System, and Democracy.” *International Journal of Press/Politics*. 18(1): 43-60.

October 23                      New Strategies from Politicians

Gibson, Rachel. 2012. “From Brochureware to 'MyBo': An Overview of Online Elections and Campaigning.” *Politics*. 32(2): 77-84.

Christenson, Dino P., Corwin D. Smidt, and Costas Panagopoulos. 2014. “Deus ex Machina: Candidate Web Presence and the Presidential Nomination Campaign.” *Political Research Quarterly*. 67(1): 108-122.

Karpf, David. 2013. “The Internet and American Political Campaigns.” *The Forum*. 11(3).

Shaw, Aaron & Yochai Benkler. 2012. “A Tale of Two Blogospheres: Discursive Practices on the left and Right.” *American Behavioral Scientist*. 56(4): 459-487/

Druckman, James N., Martin J. Kifer and Michael Parkin. 2009. “Campaign Communication in US Congressional Elections.” *American Political Science Review*. 103(3): 343-366.

Issenberg, Sasha. 2012. “Obama's White Whale: How the campaign's top-secret project Narwhal could change this race, and many to come.” Slate.com.  
[http://www.slate.com/articles/news\\_and\\_politics/victory\\_lab/2012/02/project\\_narwhal\\_how\\_a\\_top\\_secret\\_obama\\_campaign\\_program\\_could\\_change\\_the\\_2012\\_race.html](http://www.slate.com/articles/news_and_politics/victory_lab/2012/02/project_narwhal_how_a_top_secret_obama_campaign_program_could_change_the_2012_race.html)

Madrial, Alexis C. 2012. “When the Nerds Go Marching In.” Te Atlantic Online.  
<http://www.theatlantic.com/technology/archive/2012/11/when-the-nerds-go-marching-in/265325/>

Gallagher, Sean. 2012. “Inside Team Romney's whale of an IT Meltdown.” ArsTechnica.com.  
<http://arstechnica.com/information-technology/2012/11/inside-team-romneys-whale-of-an-it-meltdown/>

October 30                      Learning from the Media

Huckfeldt, Robert. And John Sprague. 1987. “Networks in context: The social flow of political information.” *American Political Science Review*, 81(4): 1197-1215.

Zhao, Xinsue and Stephen H. Chaffee. 1995. "Campaign advertisements versus television news as sources of political issue information". *Public Opinion Quarterly*. 59(1): 41-65.

Althaus, Scott. 1998. "Information effects on collective preferences." *American Political Science Review*. 92(2): 545-558.

Baum, Matthew. 2002. "Sex, lies, and war: How soft news brings foreign policy to the inattentive public." *American Political Science Review*. 96 (1): 91-109

Kim, Young Mie and John Vishak. 2008. "Just laugh! You don't need to remember: The effects of entertainment media on political information acquisition and information processing in political judgment." *Journal of Communication*. 58(2): 338-360.

Dimitrova, Daniela V., Adam Shehata, Jesper Stromback, and Lars W. Nord. 2014. "The Effects of Digital Media on Political Knowledge and Participation in Election Campaigns: Evidence from Panel Data." *Communication Research*. 41(1): 95-118.

#### November 6                      Alternative Media Sources

Hayes, Danny and Matt Guardino. 2012. *Influence from Abroad: Foreign Voices, the Media, and U.S. Public Opinion*. New York: Cambridge University Press.

Gleason, Benjamin. 2013. #Occupy Wall Street: Exploring Informal Learning About a Social Movement on Twitter. *American Behavioral Scientist*. 57(7): 966-982.

Poell, Thomas and Erik Borra. 2011. "Twitter, YouTube, and Flickr as platforms of alternative journalism: The social media account of the 2010 Toronto G20 protests." *Journalism*. 13(6): 695-713.

#### November 13                      Media and Polarization

You will read one of the following three books.

- Stroud. *Niche News*
- Levundusky. *How Partisan Media Polarize America*
- Arceneaux & Johnson. *Changing Minds or Changing Channels?*

Lawrence, Eric, John Sides and Henry Farrell. 2013. "Self-Segregation or Deliberation? Blog Readership, Participation, and Polarization in American Politics." *Perspectives on Politics* 8(1): 141-157.

Waldman, Paul. 2014. "Glorious, Ghastly News." *The American Prospect*.  
<http://prospect.org/article/glorious-ghastly-news>.

#### November 20                      Student Choice #1

Readings TBA

#### November 27                      No Class—Thanksgiving

December 4                      Student Choice #2

Readings TBA

December 11                      The Effects of New Media

McChesney, Robert W. 2014. "Be Realistic, Demand the Impossible: Three Radically Democratic Internet Policies." *Critical Studies in Media Communication*. 31(2): 92-99.

Zaller, John. 2001. "Monica Lewinsky and the Mainsprings of American Politics." In W. Lance Bennett and Robert M. Entman (eds.), *Mediated Politics: Communication in the Future of Democracy*. New York: Cambridge University Press. pp. 252-278.

- Posted on Blackboard

Fallows, James. 2011. "Learning to Love the (Shallow, Divisive, Unreliable) New Media." *The Atlantic Online*. <http://www.theatlantic.com/magazine/archive/2011/04/learning-to-love-the-shallow-divisive-unreliable-new-media/308415/>

Gore, Al. "Introduction," "Democracy in the Balance," and "A Well-Connected Citizenry," from Gore, Al. 2007. *The Assault on Reason*. New York: The Penguin Press. pp. 1-22, 215-270.

- Posted on Blackboard