23 AC: American Cybercultures: 
Principles of Internet Citizenship

Art Practice Department, University of California, Berkeley
Berkeley Center for New Media - American Cultures - Summer Sessions 2013
6 Week Course

Course Description

We are members of many communities. We are children and parents, employees and players, locals and visitors, older than yesterday and still younger. Over ages, we developed ways to select which of our many roles to play based on the simple fact that our bodies are always in one place, facing one person in particular, doing one thing.

Technology has enhanced the ability of our bodies so we can be in more than one place. Now, we are always citizens of the real world where everything is connected and citizens of the Internet where everything seems to be connected. The challenge we face is to make the Internet and subsequent social network innovations a meaningful development of our culture in terms of
overcoming injustices and exclusions. We examine how diverse race, ethnic and identity conditions affect social acts online, and we study how these online performances reconstitute real world experiences. Do New Media bring new justice? For whom, at what cost, and in which ways? Who can change New Media for the better? Can we, as Internet Citizens, create a civic space which serves broad needs?

Internet Citizenship is a new form of belonging based on participation in a global network of information, rather than by location or nationality alone. Internet citizenship facilitates communication, connection and sharing. This course seeks to educate students in historical, political, and practical aspects of the Internet in order to transform our students from users to active citizens. In this course, we propose 23 principles of Internet Citizenship as tools to help us choose how best to be in more than one place at a time, or how to be responsible, active citizens of networked communities.

This will be conducted mostly online [http://login.uconline.edu]. Our learning units are called missions. Each mission corresponds to one of the 23 Principles of Internet Citizenship.

In this course you will critique the concepts of Internet Citizenship and gain digital media skills in the areas of file sharing, image and video upload, image and video editing, web design, game and app design and Internet storage.

Course Instruction:
Instructor of Record: Greg Niemeyer, Ph.D. Dept of Art Practice Berkeley Center for New Media


Tech requirements:
1. You will need access to a computer with fast Internet capabilities, a Web cam, AND an audio headset with mic for online discussions.
2. Know how to use a free email service like gmail, otherwise... no special tech knowledge is required!

Course Requirements
This course emphasizes creativity and collaboration, through lessons that mimic achievements in online games, and learning. Our aim is show how forms of play can be productive and to capitalize on technology’s ability to facilitate innovation and cooperation. Grading will consist of assignment completion, but achievement will be tied to acquisition of mission roles in the virtual classroom.
Grading

<table>
<thead>
<tr>
<th>Grade Elements</th>
<th>Points</th>
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<tbody>
<tr>
<td>Final project</td>
<td>20 % of final grade</td>
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<tr>
<td>Final exam</td>
<td>20 % of final grade</td>
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<tr>
<td>Engagement Index</td>
<td>60 % of final grade</td>
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<tr>
<td><strong>Total Grade</strong></td>
<td><strong>100 percent</strong></td>
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**Missions/Assignments**

Learning units in this course are called ‘missions.’ You will need to complete at least one mission before the start of class each day. Each will consist of the following elements/tasks:

- View a video lecture
- Read and view required text and artwork
- Complete Assignment
- Interact online with your peers

Upon completion of the course lecture and the accompanying readings, students will engage in the mission assignment that often requires an individual or collaborative art project.

**23 Principles/Learning Missions**

The 23 Missions address the topics listed below.

01: Identity
02: Energy
03: Network
04: Subversion
05: Abstraction
06: Performance
07: Frequency
08: Deterritorialization
09: Sorting
10: Capture
11: Privacy
12: Aggregation
13: Diffraction
14: Transparency
15: Adoption
Discussion

The meetings for this class will all take place online via video chat (Google Hangouts). Discussion will drive classroom sessions daily, as lectures are online. Each student is required to come to discussion time prepared to present for 5 minutes on the mission that they completed for homework. Additionally, you will have to bring at least one question concerning your coursework and be prepared to share critiques of fellow students’ artwork and remarks. Discussions for this course will take place via video chat.

Participation: Engagement Index

Internet Citizenship is about active collaboration and communication. An Engagement Index* is provided under your main profile in the course site to help you measure this interaction. The engagement index measures your level of participation in this course including: comments on colleagues’ work, responses to readings and lectures, questions, answers, +1s, and other online interactions. Active collaboration in classroom discussion and on the Website is required to complete each mission, but don’t wait for others to start your assignments. The index is worth 60% of your grade.

Internet Citizenship Badges!

This course not only allows you to grasp Internet practices, but to practice being an active citizen of the Internet with some rewards. Students earn points per act of participation, and can receive points from other students upon Peer Review of their assignments.

Achieving more participation points (+1s and comments) gets you closer to a mission role: Citizen or Innovator. These roles unlock certain privileges specific to the unit, as follows:

- **Citizen** badge - Upon completing all activities in a mission, including participation in the form of comments and +1s, you earn the role of citizen and complete that mission.

- **Innovator** badge - Upon receiving 10 additional participation points (+1s and comments) in a mission, you earn the role of innovator for that mission and the privilege to create an alternative assignment for your classmates.
  - Example: Reggie’s ‘Identity’ project receives ten +1s from his classmates unlocking the
ability for Reggie to create his own assignment. Students can now earn the Instructor’s Identity badge, or Reggie’s Identity badge.

Community badges: By Week II, we will begin to implement an ‘Open Source’ badging system: Students will unlock the ability to grant their own Community badge to be given and achieved in ways devised by students and their peers. Community badges are a fun way of challenging and rewarding your colleagues.

Assignments
- **Daily** - Missions should be completed by the beginning of each discussion meeting.

Final Project
Students will work in groups and present a new media solution to a social problem. For example, solutions can consist of websites, mobile devices, meet ups, performances, installations, games, web services, social apps, and any projects in the physical world. This summer will be partnering with the local organization, CodeforOakland.com in order to identity local problems in physical communities.

Final Exam
Students will complete a final exam with 5-10 questions. The exam will be administered online, and students will have to complete the exam in a time frame of 2 hours. The exam is “open book” so students may consult any text or the Web during the exam. The grading emphasis is on accuracy, quality of analysis and originality of argumentation.

Open Source Disclaimer
All student content produced through “23 Principles of Internet Citizenship” is considered “open source” — ideas and projects that are meant to be shared and available to those engaged in the course, with no reasonable expectation that students retain intellectual property rights. Students will work with instructors to collaboratively build course content. Students and instructors may use and build on each others’ ideas for future educational and personal use.

Attendance: Students are required to attend class online each day. Unexcused absences will negatively impact your participation grade.

Email Policy:
We will respond to email once per day, Monday-Friday only. The function of email is for scheduling a meeting or discussing an emergency situation only.

Grade Dispute Policy:
If a student feels the need to dispute a grade, send an e-mail outlining your reasons for disputing the grade. This may result in a raising OR lowering of the grade in question.
**Academic honesty:** Plagiarism, cheating, and other forms of academic dishonesty will not be tolerated. Plagiarism involves presenting other people’s ideas as your own without citing the appropriate source. Please review the university policy on academic honesty: [http://students.berkeley.edu/osl/sja/asp?id=983&rcol=1202](http://students.berkeley.edu/osl/sja/asp?id=983&rcol=1202) If you have any questions about the policy, or about how to avoid academic dishonesty, please email us.

**Instructor of Record:** Graduate Student Instructors, are teaching this class under the supervision of a full faculty member, called an Instructor of Record. In this case, Prof. Greg Niemeyer from the Department of Art Practice is the Instructor of Record.

**Accommodations for students with disabilities:** With a letter from the Disabled Students Program ([http://dsp.berkeley.edu](http://dsp.berkeley.edu)) detailing your situation we will be adequately prepared and more than willing to discuss and make any appropriate arrangements.

START > [http://login.uconline.edu](http://login.uconline.edu)