

**PS 104**  
**FMS 163**  
**Seminar on New Media, New Politics**  
**Spring 2020**

**Professor Jeffrey Berry**  
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**Office Hours: M 1:00-2:30**  
**and W 4:00-5:00**

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**Office Hours: By appointment**

“New Media, New Politics” is an examination of the changing face of the media landscape. We look at three media sectors—cable TV, talk radio, and social media—to try to understand how they may be changing politics in America. A central question we’ll address is how these new media differ from traditional mass media (so we’ll read about traditional print newspapers and broadcast TV news as well). More broadly the course focuses on technological change, the changing nature of the business side of media, public policies (including deregulation), and political and consumer behavior.

The course places a great deal of emphasis over current controversies involving social media, fake news, and the performance of the mainstream media in covering elections. There is a great deal of ongoing research on these topics and we will balance current work with enduring scholarly contributions.

This course is a seminar and each class session will revolve around brief student reports and extensive debate on the readings. Thus, we will explore ideas, concepts, and current events as a group and learn through discussion and argumentation.

Professor Berry’s office hours this semester are Mondays 1:00-2:30, Wednesdays 4:00-5:00, and by appointment. Professor Liss will normally be on campus only on Wednesdays so please make an appointment if you’d like to meet with her. The best times for her would be before or after class.

Course requirements include two take home essays (each 25 percent of your grade) and a group research project (40 percent). Class participation will count for the final 10 percent of your grade. The research project is described in a separate document that we’ll provide to you soon. What is important to know about the research

project right from the start is that everyone on an individual research team receives the same grade. In short, you sink or swim together. If you feel uncomfortable with this, PS 104 may not be the right class for you. That said, the vast majority of teams work really well together and last year's projects were excellent.

For those taking the class who are political science majors, know that the course meets both the methodology requirement and the advanced seminar requirement.

Please note that you are expected to attend each and every class. We only meet once a week and because of the interactive nature of the seminar, there are not many notes to be taken. Thus, if you miss a class there will be little in the way of notes to borrow from a classmate. Each student is expected to participate in the give-and-take in the discussions that ensue from the prompts that are handed out the previous week.

The following books are required for this class and will be available at the campus bookstore if you'd like to purchase them there:

James Hamilton, *All the News That's Fit to Sell*

Jeffrey Berry and Sarah Sobieraj, *The Outrage Industry*

Jodi Kantor and Megan Twohey, *She Said*

Franklin Foer, *World Without Mind: The Existential Threat of Big Tech*

Links to all articles are on the Canvas site for the course.

**JAN. 15:**

Course introduction

**JAN. 22:**

No class per Tufts schedule

**JAN. 29:**

James Hamilton, *All the News That's Fit to Sell*, Chaps. 1,2, 3, 4, 6, 8, and 9

**FEB. 5:**

-- Jodi Kantor and Megan Twohey, *She Said*, Chaps. 1-7

-- Showtime, "The Fourth Estate," Episode One, "The First 100 Days" (via Canvas)

-- Zack Barron, "The Fresno Bee and the War on Local News"

**FEB. 12:**

- Jeffrey Berry and Sarah Sobieraj, *The Outrage Industry*, Chaps. 1-5
- Jeffrey Berry, James Glaser, and Deborah Schildkraut, "Ideology, Racial Resentment, and the Mass Media"
- Research Teams Assigned; *DELIVERABLE*: Before the next class on Feb. 19<sup>th</sup>, each team should go have coffee together.

**FEB. 19:**

- Berry and Sobieraj, *The Outrage Industry*, Chaps. 6-8
- Pew, "News Use Across Social Media Platforms"
- Pew, "American's Are Wary of the Role Social Media Sites Play in Delivering the News"

**FEB. 26:**

- Mediaocean Overview & History (read all sections except Optimization, Fraud & Security, Industry Authorities)
- Emily Bell, "Media Amnesia and the Facebook News Tab"
- Terrence McCoy "For the 'New Yellow Journalists,' Opportunity Comes in Clicks and Bucks"
- Alan Greenblatt "When No News Isn't Good News: What the Decline of Newspapers Means for Government"
- FIRST ESSAY HANDED OUT
- *DELIVERABLE: Proposals from research teams due (2-3 paragraphs)*

**MARCH 4:**

- Robert Epstein, "How Google Could Rig the 2016 Election"
- Zeynep Tufekci, "How Facebook's Algorithm Suppresses Diversity (Modestly) and How the Newsfeed Rules Your Clicks"
- Eytan Bakshy et al., "Exposure to Ideologically Diverse News and Opinion on Facebook"
- Fourny et al, "Geographic and Temporal Trends in Fake News Consumption During the 2016 US Presidential Election"

*--DELIVERABLE: FIRST ESSAY DUE (VIA EMAIL), COPIED TO BOTH PROFESSOR BERRY AND PROFESSOR LISS, NO LATER THAN FRIDAY, MARCH 6TH, BY 5:00 PM*

**MARCH 11:**

*DELIVERABLE: ALL TEAMS WILL MEET AT APPOINTED TIME DURING REGULAR CLASS PERIOD TO DISCUSS THEIR RESEARCH PROJECT WITH PROFESSORS BERRY AND LISS*

**MARCH 18:**

No class; Tufts spring break

**MARCH 25:**

- Matthew Crain and Anthony Nadler "Political Manipulation and Internet Advertising Infrastructure" (read pg. 384 starting with 'Policy Approaches to Preventing Political Weaponization of Digital Advertising' thru pg. 404)
- Congressional Research Service "Free Speech and the Regulation of Social Media Content" (pg. 4-6, 10-12, 21-27, 33)
- Michael Kearns and Aaron Roth "Ethical algorithm design should guide technology regulation" Brookings Institution's Artificial Intelligence and Emerging Technology Initiative
- Tony Romm "Facebook CEO Mark Zuckerberg says in interview..."
- SECOND ESSAY HANDED OUT

**APRIL 1:**

- Nicholas Thompson "15 Months of Fresh Hell Inside Facebook"
- *DELIVERABLE I: IN SECOND HOUR OF CLASS, EACH RESEARCH TEAM WILL MEET WITH EITHER PROFESSOR BERRY OR PROFESSOR LISS*
- *DELIVERABLE II: SECOND ESSAY IS DUE (VIA EMAIL), COPIED TO BOTH PROFESSOR BERRY AND PROFESSOR LISS, NO LATER THAN FRIDAY, APRIL 3<sup>RD</sup>, BY 5:00 PM*

**APRIL 8:**

- Franklin Foer, *World Without Mind: The Existential Threat of Big Tech*, Prologue, Chaps 3-7, and 9

**APRIL 15:**

- Zeynep Tufekci, "YouTube, The Great Radicalizer"
- Tony Romm and Drew Harwell "TikTok raises national security concerns in Congress as Schumer, Cotton ask for federal review"
- Drew Harwell and Tony Romm, "Inside TikTok: A culture clash where U.S. views about censorship often were overridden by the Chinese bosses"
- Parmy Olson, "Exclusive: WhatsApp Cofounder Brian Acton Gives The Inside Story On #DeleteFacebook And Why He Left \$850 Million Behind"

**APRIL 22:**

- DELIVERABLE I: RESEARCH TEAMS WILL PRESENT THEIR FINDINGS IN CLASS*
- DELIVERABLE II: RESEARCH PAPERS DUE NO LATER THAN NOON, APRIL 29<sup>TH</sup>, BY NOON. EMAILED TO BOTH PROFESSOR BERRY AND PROFESSOR LISS*