# who/where are we?

## Instructors

<table>
<thead>
<tr>
<th>Instructors</th>
<th>Email</th>
<th>Office Hours</th>
<th>Office</th>
<th>Phone</th>
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<tbody>
<tr>
<td>Geoffrey Nunberg</td>
<td>nunberg-at-berkeley...</td>
<td>Tues 2-3 (by appointment)</td>
<td>203a South Hall</td>
<td>510 643-3894 (email preferred)</td>
</tr>
<tr>
<td>Paul Duguid</td>
<td>duguid-at-berkeley</td>
<td>Tues 2:30 - 4:30 (by appointment)</td>
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<tr>
<td>Nikolai Smith</td>
<td><a href="mailto:smith.nikolai@gmail.com">smith.nikolai@gmail.com</a></td>
<td>Tues 2:30-4 (Café Strada)</td>
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wait!

It's not under our control, but under the control of the various departments (cognitive science, history, information, media studies)

Usually, all who want one eventually finds a place

Meanwhile be sure to sign up in class

If you do not want to continue with the course, please drop it so someone can have your place
Course Requirements

*Reading assignments and class participation*—35% of course grade

- 10 assignments: 3 points ea
- 5 points for attendance and participation

*Midterm exam or paper* — 25% of course grade

*Final* — 40% of course grade
Reading assignments and class participation:  
Participation and lecture attendance are mandatory. Professors will assign up to 5 points for class participation.

There will be twelve assignments. These will generally ask you to respond to some of the reading in the syllabus. For the most part, these assignments require short answers of no more than two paragraphs (or two hundred words) to questions about the readings. Responses are worth up to 3 points each. Your two lowest grades will be dropped. Thus, each student can receive up to 30 points for assignments, based on their ten best assignment grades.

Assignments will normally be given on Thursdays and must be submitted via Canvas by 5 pm on Sunday. No late assignments and no assignments sent by email will be accepted.

From time to time you will be called upon to discuss your assignments in class. *Please come to class ready to do so.*
Midterm exam or paper — 25% of course grade

midterm exam or paper

The midterm will be an 80 minute, in-class exam on March 19. It will include three essay questions, two chosen from a list of questions provided in advance. There will also be short-answer sections asking you to identify quotations, people, dates, images, and other aspects of the course.

Exam questions will be based on material covered in readings, slides, and class discussion. We will provide a study guide.

Students can ask to submit a paper instead of a midterm exam. This paper will be a 2000 word essay in response to one of a list of essay questions. We will provide a list of topics on March 1 and, if you wish to write an essay, you must let us know in writing which one you propose to write by March 8 by submitting a title, an outline, and a list of references. We will let you know if you may proceed by March 11. The paper is due at 9 a.m. on the morning of the midterm (March 19). If you do not submit by that time, you should take the midterm exam, which starts at 9:30. No late papers will be accepted.
Final — 40% of course grade

requirements

Final
May 13, 11:30-2:30

Modeled on the midterm, this three-hour exam will ask you to answer five essay questions, at least three of which will be on the study guide. As with the midterm, there will be short-answer questions as well. The final will cover the entire syllabus, but its emphasis will be on the second half of the semester. Again, we will provide a study guide. All students must take the final.
Other

From time to time we will give brief homework exercises to be discussed in class. No grade will be assigned for these exercises as such, but participation in these will be taken into account when we assess the grade for class participation.
course web-sites

bCourses/Canvas - a work in progress
https://ucberkeley.instructure.com/courses/1281320

Syllabus:

Slides:

Assignments:
22 Jan: The "Age of Information"

WEEK 2

27 Jan: Technological Determinism

Required Reading
Read: "Preface to Third Printing" (pp. v-x), and "Introduction" & "The Medium is the Message" (pp. 3-21).
Source: Course reader

Read: Chapter 1, introduction and sections a & b, pp. 9-19; & chapter 5, section c, pp. 126-128.
Source: Course reader

29 Jan: First Technologies: Writing

Required Readings
Communication in History: Technology, Culture, Society. Allyn & Bacon.
Source: Course reader

Read: Chs 1, 2, 4, 12
Source: ebrary [hyperlink ]

WEEK 3

3 Feb: Cultural Effects of Writing

Required Readings
Gough, Kathleen. 1975. "Implications of Literacy in Traditional China and India." pp. 70-84. in Jack
Source: Google books [hyperlink ]

Havelock, Eric, 1980 "The Coming of Literate Communication to Western Culture," Journal of
Communication, 30(1): 90-98.
Source: Wiley [hyperlink ]

Additional Materials
Source: Sage [hyperlink ]
hot off the press
at:
Copy Central
2560 Bancroft
off-campus & on-line

Library Proxy Server

You do not need the proxy server if you connect to the Internet through the UC Berkeley network in a campus building, residence hall, or via AirBears2.

Use the Library Proxy Server to remotely access UCB only article databases, electronic journals, etc. You must abide by the Library's conditions of use and licensing restrictions for electronic resources.

Configure your browser:

- Proxy setup instructions for:
  - Chromebook
  - Firefox in Windows
  - Firefox in Mac
  - Google Chrome in Windows
  - Google Chrome in Mac OSX
  - Internet Explorer 10 and 11 in Windows
  - Internet Explorer 9 in Windows
  - Internet Explorer 8 in Windows
  - iPad, iPhone and iPod Touch
  - OS X Yosemite
  - Safari in Mac OSX "Snow Leopard" and later
  - Safari in Mac OSX "Leopard" and earlier

http://www.lib.berkeley.edu/using-the-libraries/proxy-server

* syllabus & reader

[Source: ebrary](http://www.lib.berkeley.edu/using-the-libraries/proxy-server)
Bancroft library tour

week 3

Tuesday 2/3
1 - 2; 3 - 4

Wednesday 2/4
2 - 3; 4 - 5

Thursday 2/5
12 - 1

signup (12 per session)
link on syllabus web page
the road ahead
Week 1
20 Jan: introduction
22 Jan: the "age of information"

Week 2
27 Jan: technological determinism
29 Jan: first technologies - writing

Week 3
3 Feb: cultural effects of writing
5 Feb: manuscript "revolution"

Week 4
10 Feb: print "revolution"
12 Feb: scientific "revolution"

Week 5
17 Feb: the public sphere
19 Feb: rise of literacy

Week 6
24 Feb: unnoticed revolutions: TSM
27 Feb: reference & organization

Week 7
4 March: communications "revolution"
6 March: advertising

Week 8
10 March: information as property
12 March: literacy and 19th c. public sphere

Week 9
17 March: technologies of the image
19 March: M I D T E R M

Week 11
1 April: broadcast
3 April: tba

Week 12
7 April: computer "revolution"
9 April: politics and propaganda

Week 13
14 April: advent of internet
16 April: storage and search

Week 14
21 April: social implications of the internet (1)
23 April: social implications of the internet (2)

Week 15
28 April: social implications of the internet (3)
30 April: wrap
14 May: final
School of Information
Evaluation of Faculty and Course

Course: INFO C103/ COGSCI C103/ MEDSTU C104C / HIST C192
Instructor: Paul Duguid

13. What didn’t you like about this course?

Please write legibly and with enough pressure that your words will scan well.

history
feedback

content

“limit pre-20th century to 2-3 weeks … later part is more relevant”

“It was extremely relevant to my daily life … has added a lot of perspective”

“I liked how much history we went through, but more about the internet”

“too much information to process” “more clear on the focus topic”

“I wish I’d payed attention because you covered a lot of cool shit”
**time**

“have @ later time so more students attend; the content is good but since it is early people tend not to go”

“Make submission deadline later”
discussion

"sections"

"more discussion"

"the in-class discussions took away from learning"

[please ask the students to speak up]
assignments

“grading was too picky”

“incorporate all the readings [in assignments] not just Thursday ones, otherwise people don’t read them”
"Visiting Bancroft was amazing"

"British accent made the class worthwhile"
etiquette

leaving early

we have a lot of ground to cover

if you must leave early

leave quietly and from the back of the room
etiquette

computer use

distracting yourselves
distracting others
Jan 20: introduction

Jan 22: the “age of information”

“He shall from time to time give to the Congress Information of the State of the Union” - Art 2 Sect 3
don’t forget