

MMC5215
Technology Policy
College of Journalism and Communications
Spring 2019

Instructor: Dr. Jasmine McNealy JD, PhD

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This course presents an advanced, interdisciplinary discussion of technology and information law, policy, and regulation. In examining these topics, we will emphasize the intersection of technology, economics, public policy, and human and organizational behavior with a particular emphasis on media technology. Ultimately the course investigates the justifications for, and approaches to, current law and regulation impacting the technology and information sectors with the following objectives in mind:

- To understand the foundational principles of technology and information policy
- To learn key laws and regulations that shape U.S. technology policy and about the agencies responsible for their creation and enforcement
- To develop a framework to assist with the critical evaluation of current and future/proposed policies, as well as proposing improvements to these policies
- To research and write policy research papers that effectively advance evidence-based positions on current and future/proposed policies and debates
- To understand how technology and information policy affects people and organizations

To successfully achieve these goals students are required to attend and be prepared for class each week. As an “advanced” graduate class, the emphasis will be on critical discussion of the readings. It is, therefore, imperative that all students have completed the readings before class and come to class prepared to contribute to the discussion. We will pursue a collaborative model of learning, which means that students are active participants in the production of knowledge, collectively as a class, in teams, and individually.

Texts

All readings will be made available through Canvas, UF Libraries e-Reserve, or UF library databases (requires login if off campus)

We will have two foundational readings for the class:

- Clark, David D., John Wroclawski, Karen R. Sollins, and Robert Braden. "Tussle in cyberspace: defining tomorrow's internet." In *ACM SIGCOMM Computer Communication Review*, vol. 32, no. 4, pp. 347-356. ACM, 2002.
- Winner, Langdon. "Do artifacts have politics?." *Daedalus*(1980): 121-136.

Course Requirements

Weekly synthesis (25%): Every student should read and digest the literature and weekly produce a set of notes/questions related to the readings. We will consider these either through video or online discussion.

Op-Ed (10%): Students will complete a piece of persuasive writing on a matter of technology policy of public significance. This op-ed will be related to the findings from their larger research paper. The op-ed will be no more than 800 words. Students must submit/pitch their op-ed for publication and provide evidence of the pitch.

Policy Research Paper (65%): Each student must complete an in-depth analysis of the debates and trends surrounding a specific technology or information policy issue. This examination can be on past, current, or potential issues. Student must first submit an outline, which provides a brief description of the policy issue, rationale for choice, references to important cases (if applicable) and a bibliography. Students will workshop the rough draft their papers in class before their final submission and presentation. After in-class critiques, students should make as many modifications as possible **before submission to a conference. Conference submission is required.** The final paper will provide an overview of the issue (background, context), and examination of stakeholders and positions, an explanation of the importance of the issue to policy and public interest, and references. Students may be able to work in groups of no more than three **(3)** to complete this assignment.

Due Dates:

- Research idea and brief (2-3 paragraph description): Feb. 7, 2019
- Rough draft: TBA
- Conference deadlines: AEJMC – April 1; TPRC – March 31 (reg)/April 30 (student) but tba; other conferences as approved.
- Final paper: TBA

Note: Doctoral students may be able to substitute a previously unwritten chapter of their dissertation for the policy analysis paper upon approval from both the professor and their dissertation chair.

This class will strictly adhere to the College of Journalism and Communications and the University of Florida policies on academic integrity and plagiarism.

***Syllabus subject to change**