PPA 730-012

New media management in the public sector

Syllabus – Fall Semester 2009

Meeting time: Thursdays, 8:00 - 10:45 PM, Location: Eggers 400A
Course website: Blackboard
Class number: 19385
Credits: 3 units
Instructor: Ines Mergel, D.B.A.
Assistant Professor of Public Administration
Maxwell School of Citizenship and Public Affairs
Department of Public Administration
Syracuse University
Office hours: Mondays, 1:00 – 2:00pm
Thursdays, 11:00 – 12:30pm
Office: Eggers Hall 400H
Contact: Email: iamergel@maxwell.syr.edu
1. Goal of the course:

This course is designed for non-IT professionals and public managers who want to be prepared for future technology challenges. The course focuses on the emerging topics and problems public managers are facing in the networked world. The Internet has created opportunities and possibilities for more direct participation of all stakeholders, such as citizens, media, businesses and non-profit organizations. At the same time it poses threats and challenges such as information overload or privacy and security concerns. Effective public managers now have the challenging task to provide public data in meaningful ways in times of shrinking budgets and more complex mandates. The topics covered in this class include governance concepts, technology and infrastructure, mobile government, enabling i-governance, open source, knowledge management, global solutions and an outlook into emerging technology trends of the social web. How can we support information-enabled government, the use of new technologies, and track the performance of these tools? This course can be combined with the sequel “Information Management in the Public Sector II: Government 2.0” during the spring semester 2010.

2. Learning objectives:

Primary course objectives. The first objective of this course is for you to arrive at informed responses to each of the listed topics in managerial information management. This will be done through discussions of the assigned readings and how they relate to your personal experiences using technology and current events and initiatives of the new administration.

Secondary course objectives. The second objective is to enable you to analyze cases by applying theoretical concepts in real life problem settings and use the technologies we discuss in the classroom to prepare you for future challenges in the workplace.

Learning goals: Understand and articulate ways new media are defined and framed. Analyze new media according to concepts of classical public administration theories of transparency, participation and collaboration. Argue whether or not new media and old media are distinctly and significantly different and how new media might be changing the way the public sector operates. Understand the challenges that might be posed through new media adoption in the public sector and which transformative elements there might be to existing bureaucratic, top down and command control organizations. Compose and research in new media.

3. Pre- or co-requisites: None

4. Grading Method and Requirements:

20% “Internet café contributions” and active participation in class discussions & presentations: A central objective of this course is to help you to think about real-world social, cultural, economic, organizational, ecological, and technological problems in a different way. You will have to contribute at least 5 news stories, blog postings or websites that fit to the different class topics and present them in class. In addition to your final project you will be required to submit at the end of the semester, a “scrap book” of annotated clippings from the news sources. This project is not meant to be arduous—in fact, it is intended to be fun—and you can approach it in many different ways. The main objectives are (a) to encourage you to keep abreast of current events, as well as contemporary ideas and trends; and (b) to help you take the concepts of the course out of the classroom and use them to interpret the world around you.
Sources: You may draw on whatever sources you choose, including newspapers, magazines, TV, Radio, and the web. News stories, science reports, business analysis, feature articles, book reviews, commentary, editorials, advertising, web-logs, discussion groups, and even email threads are all eligible for inclusion—the only constraints are (a) they must have appeared/occurred during the semester (i.e. between August and December 2009); and (b) they can be compiled and rendered as a single paper document (although if you have creative ideas about digital or audio presentations, I am prepared to consider them).

Use our course wiki to upload your content: http://government2dot0.pbworks.com/

30% course assignments: There are a total of two assignments that are due on September 23 and November 11. The assignment text will be handed out a week before the assignment is due and students will present their assignments in class. Assignments have to be sent to me by email by noon (jamergel@maxwell.syr.edu). In addition, please leave a paper copy of your assignment in the PARCC office suite Eggers 400. No late submissions accepted.

50% final project: At the beginning of the semester, each student will select a topic. The student will track news related to their topic on new media in the public sector throughout the semester, do a final presentation on the last day of the semester, write an end term paper, and maintain a personal journal on the process of tracking their topic and writing the paper. Tracking a topic will include the following activities: subscribing to 5-10 RSS feeds (including search feeds), commenting on relevant blogs and websites, and engaging in conversations with 5-10 Twitter users related to the topic. This set of activities will account for 50% of the entire grading. The final exam consists of three parts: a) 1-page exposé, due on October 21, 2009 at noon; b) class presentation of your results on December 10, 2009 and c) a 5-page paper due on December 17, 2009 to be submitted by email to me, and a paper copy in my mailbox (PARCC suite).

You have the option to work on your final project as a team. In that case, the presentation and team paper have to be a team effort. In your team paper (team paper: max. 10 pages), indicate exactly who contributed what, explaining your steps in the process and effort contributed. In addition to your submission, you will be asked to anonymously rate your teammates contributions.

5. Late assignment policy

Deadlines for assignment submissions are non-negotiable and missed work will automatically result in an F. No exception – no late submissions.

6. Grading scheme (see MPA handbook)

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93% - 100% of all possible points</td>
</tr>
<tr>
<td>A-</td>
<td>90% - 92%</td>
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<tr>
<td>B+</td>
<td>87% - 89%</td>
</tr>
<tr>
<td>B</td>
<td>82% - 86%</td>
</tr>
<tr>
<td>B-</td>
<td>80% - 81%</td>
</tr>
<tr>
<td>C+</td>
<td>76% - 79%</td>
</tr>
<tr>
<td>C</td>
<td>75% - 70%</td>
</tr>
<tr>
<td>C-</td>
<td>65% - 69%</td>
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<tr>
<td>F</td>
<td>0%</td>
</tr>
<tr>
<td>I</td>
<td>0%</td>
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</table>
7. **Academic freedom policy**

You are expected to respect the right of your peers to express their views on topics relevant to the course as others respect that right as well. If you feel the need to discuss topics beyond the scope of the class, please talk directly to me and I will try to accommodate your needs after class or incorporate additional material in following lectures.

8. **General courtesy and laptop use in the classroom**

I have a strict “screen down” policy in my classes. Please switch off your cell phones or mute them in class. Do not answer cell phone calls in class or send text messages.

9. **Plagiarism**

Plagiarism, i.e., the presentation as one's own work the words, ideas, and opinions of someone else, is a serious concern in any academic setting. This University, like all academic institutions in the United States, assumes that the written work of a student is literally the student's own, and that any original idea or research contributions taken from the published works of others will be properly acknowledged.

When any material is taken directly from a published source, it must be appropriately cited. If a statement is used verbatim, it must be enclosed in quotation marks, as well as otherwise acknowledged. Syracuse University, through its various colleges and departments, will readily refer students to writing and style manuals that are universally recognized as acceptable by scholars and that very adequately demonstrate how students should handle the issue of proper citation of material. Examples of such works include the student manual distributed by the English Department of Syracuse University, A Manual for Writers by K. Turabian, and the Publication Manual of the American Psychological Association. Students must understand that, like cheating on examinations, plagiarism is a serious instance of academic dishonesty. In this University, it will be dealt with as such.

10. **Disability Statement**

If you believe that you need accommodations for a disability, please contact the Office of Disability Services (ODS), http://disabilityservices.syr.edu, located in Room 309 of 804 University Avenue, or call (315) 443-4498 for an appointment to discuss your needs and the process for requesting accommodations. ODS is responsible for coordinating disability-related accommodations and will issue students with documented disabilities Accommodation Authorization Letters, as appropriate. Since accommodations may require early planning and generally are not provided retroactively, please contact ODS as soon as possible.

Syracuse University and I are committed to your success and to supporting Section 504 of the Rehabilitation Act of 1973. This means that in general no individual who is otherwise qualified shall be excluded from participation in, be denied benefits of, or be subjected to discrimination under any program or activity, solely by reason of having a disability.

You are also welcome to contact me privately to discuss your academic needs although I cannot arrange for disability-related accommodations.
11. Required course materials

The readings and cases are outlined on the detailed course calendar. Come prepared to class and be ready to give a short overview of the main topics and questions presented in the readings. However, the objective in this class is not to repeat what is written in the readings, but to understand the general underlying concepts and connect them with your experiences.

All assigned readings, such as articles and links to websites, can be downloaded from Blackboard. Cases have to be purchased online (see link to case repository included in individual case assignments per class meeting).

Suggested readings:


# Course outline – Fall Semester 2009*

**09/03/2009-12/10/2009**

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>09/03/09</td>
<td>New media governance: Introduction, syllabus, GTD with IT</td>
<td>Introduction</td>
</tr>
<tr>
<td>2</td>
<td>09/10/09</td>
<td>New media in the public and non-profit sector</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>09/17/09</td>
<td>Open government: Guest speaker – Robert Freeman, Open Government committee NY State, Albany</td>
<td>Prerequisites and challenges</td>
</tr>
<tr>
<td>4</td>
<td>09/23/09</td>
<td><em>Assignment 1 - due at noon</em></td>
<td></td>
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<tr>
<td></td>
<td>09/24/09</td>
<td>Access, digital divide, new media literacy</td>
<td></td>
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<tr>
<td>5</td>
<td>10/01/09</td>
<td><em>No class – Instructor travels</em></td>
<td></td>
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<tr>
<td>6</td>
<td>10/08/09</td>
<td>Transparency in government</td>
<td></td>
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<tr>
<td>7</td>
<td>10/15/09</td>
<td>Participation in government: Guest speaker – Vadym Pyrozenko</td>
<td></td>
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<tr>
<td>8</td>
<td>10/21/09</td>
<td><em>Exposé - due at noon</em></td>
<td>New media in the public sector</td>
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<tr>
<td></td>
<td>10/21/09</td>
<td>Guest speaker: General Meyerrose (former Director National Directorate of Intelligence)</td>
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<tr>
<td></td>
<td>10/22/09</td>
<td>Collaboration in government</td>
<td></td>
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<tr>
<td>9</td>
<td>10/29/09</td>
<td><em>No class to compensate you for the visit of guest speaker Hayden</em></td>
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<tr>
<td></td>
<td>10/30/09</td>
<td>Guest speaker: General Michael Hayden, former CIA director: Cyber security</td>
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<tr>
<td>10</td>
<td>11/05/09</td>
<td>Identity management: Guest speaker – Ashok Mehta, National Academy of Customs, Excise &amp; Narcotics, India</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>11/11/09</td>
<td><em>Assignment 2 – due at noon</em></td>
<td>Towards Web 3.0?</td>
</tr>
<tr>
<td></td>
<td>11/12/09</td>
<td>New media strategies: Guest speaker - Robert Menter, HR Analyst, City of Virginia Beach, Learning and Development Division</td>
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<tr>
<td>12</td>
<td>11/19/09</td>
<td>Tackling the unexpected: New media use in emergency situations</td>
<td></td>
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<tr>
<td>13</td>
<td>11/26/09</td>
<td><em>No class – Thanksgiving break</em></td>
<td></td>
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<tr>
<td>14</td>
<td>12/03/09</td>
<td>The Future of New Media in Government</td>
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<tr>
<td>15</td>
<td>12/10/09</td>
<td>Last class - Final student presentations</td>
<td></td>
</tr>
<tr>
<td></td>
<td>12/17/09</td>
<td><em>Final paper submission</em></td>
<td></td>
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</tbody>
</table>

* I will keep the right to make adjustments to the syllabus if necessary.
Course calendar and required readings

Session: 1
Date: 09/03/2009
Subject: New media governance: Introductions, syllabus, course requirements
  • Information society
  • Overview of technology trends in the public sector
  • Personal information management and getting things done with IT

Required readings:

Session: 2
Date: 09/10/2009
Subject: New media in the public and non-profit sector
Why is Social Media Important: The 4Cs
  • Content
  • Collaboration
  • Community
  • Cumulative Value

Required readings:
  • CASE: Innovation in Government - Sandwich Bar (available on Blackboard).
  • TOOLS (Student presentation): Social bookmarking

Session: 3
Date: 09/17/2009
Subject: Open government

Guest speaker – Robert Freeman, Open Government committee NY State, Albany

Required readings:

• Explore the Open Government Committee website of NY State:
  http://www.dos.state.ny.us/coog/coogwww.html
• Explore president Obama’s Open Government Initiative online:
  http://www.whitehouse.gov/Open/

Task: Prepare five questions for Robert Freeman around the topic of Open Government

ASSIGNMENT 1 – September 23, 2009 DUE AT NOON

Open government memo

Session: 4
Date: 09/24/2009
Subject: Access, digital divide, new media literacy

Required readings:

• TOOLS (Student presentation): Social networking services

Instructions: Find out how many people use which social networking services. Are there differences in age, sex, and education? Make your own selection of services you want to look at and bring your results to class. Why did you choose which SNS?

Session: 5
Date: 10/01/2009
Subject: No Class – Instructor travels
### Session 6
**Date:** 10/08/2009  
**Subject:** Transparency in Government  

**Required readings:**
- GSA newsletter (2008): Transparency, available online:  
- **CASE:** Andrew McAfee, Sarah MacGregor, Michael Benari, Mount Auburn Hospital: Physician Order Entry, HBS case, Product number: 603060-PDF-ENG, HBS case:  

**TOOLS (Student presentation):** Social networking services (continued)  

### Session 7
**Date:** 10/15/2009  
**Subject:** Participation in government  
- Guest lecture by Vadym Pyroshenko “Participation 2.0”  
  - Participatory government  
  - Citizen activism  
  - Democracy 2.0?  

**Required readings:**
- Aaron Smith, Kay Lehman Schlozman, Sidney Verba, Henry Brady (2009): The Internet and Civic Engagement,  
- Sunstein, Cass (2001): The Daily We: Is the Internet really a blessing for democracy?  
- Personal Democracy Forum (2008): Rebooting America:  
- **CASE:** No case assignment  

**TOOLS (Student presentation):** Content creation (videos & photos)
SUBMISSION – OCTOBER 21, 2009 DUE AT NOON
Final paper exposé

Session: 8
Date: 10/21/2009
Subject: Guest speaker: General Meyerrose (former Director National Directorate of Intelligence, Room: Global Collaboratory, Eggers 060, 9:30am)

Date: 10/22/2009
Subject: Collaboration in Government

Required Readings:
• Sharon S. Dawes, Anthony M. Cresswell, Theresa A. Pardo From “Need to Know” to “Need to Share”, in: Public Administration Review, May/June 2009, pp. 392-402.
• CASE: Intellipedia for intergovernmental collaboration vs. Wikipedia.

TOOLS (Student presentation): Wikis

Date: 10/29/2009
Subject: No class to compensate you for the guest lecture on Friday, October 30th.

Session: 9
Date: 10/30/2009
Subject: Guest lecture by General Michael Hayden, former CIA director
“Cyber security”
Note time and place change: Friday, October 30th, noon, Eggers 060
Session: 10
Date: 11/05/2009
Subject: Identity management, property rights, cybersecurity,
Guest lecture by: Ashok Mehta, National Academy of Customs, Excise & Narcotics, India: Innovative approaches to identity management in India

**Required readings:**

**ASSIGNMENT 2 - NOVEMBER 11, 2009 DUE AT NOON**
New media strategies

Session: 11
Date: 11/12/2009
Subject: New media strategies: Guest speaker Robert Menter, HR Analyst, City of Virginia Beach, Learning and Development Division

Session: 12
Date: 11/19/2009
Subject: Tackling the unexpected
- Citizen journalism
- Participatory Media
- New media in emergency situations & terrorism

**Required readings:**
- Bowman, S. and Chris Willis (2003): We Media: How audiences are shaping the future of news and information, available online: [http://www.hypergene.net/wemedia/download/we_media.pdf](http://www.hypergene.net/wemedia/download/we_media.pdf) (Skim only)

**CASES:**
- Crisis Reporting: Mumbai Terrorist Attack, China Earthquake, and Katrina Hurricane
- Citizen Journalism: Global Voices, OhMyNews, and CNN iReport

**TOOLS (Student presentation):** Blogs & RSS
- Twitter (Microblogging)
Session: 13
Date: 11/26/2009
Subject: No class – Thanksgiving break

NO CLASS ON NOVEMBER 26, 2009: Thanksgiving break

Session: 13
Date: 12/03/09
Subject: The future of new media in government

**Required readings:**


  - Instruction: Start to follow Craig Newman on Twitter: [http://twitter.com/craignewmark](http://twitter.com/craignewmark)
  - What is your recommendation for Craig Newman and Craigslist?

Session: 14
Date: 12/10/2009
Subject: Final presentations

**Required readings:**

- Every student has 20 minutes time to present his or her final paper. Prepare a 15-minute presentation of your final paper and leave enough time for questions and feedback from your peers. You will have enough time to include their feedback into your final paper before you have to submit it on December 17, 2009.
- **No assigned readings.**