

University of California  
Berkeley

Summer 2007  
July 2-August 10, 2007

## **ISF 100D: Introduction to Technology, Society, and Culture**

Prof. Renate Holub

Tu/W/Th 155 Kroeber  
2:00-4:30

office hours: T & W 8:30-9:30  
(sign up sheet)  
317 Campbell Hall and by appointment

This is an interdisciplinary course that welcomes students of all disciplinary backgrounds. In it, we will focus on three major technological paradigms that have emerged over the past 150 years in the global north: the industrial revolution, the transportation and communication revolution, and the information technological revolution. In part I of the course we will examine the interrelations between industrialization, urbanization, marketization and their ideological-cultural organizations. In part II we will focus on the impact of automobility, telephony, and communications technologies (TV and media) on the structure of social organization in the global north (Europe and North America). In part III we will examine the evolution and structure of the internet and its impact on cultures and societies in a variety of global regions. Here we are not only interested in the integration of the internet in the organization of the economy (new economy or globalization), but also in the ways in which the very structure of the internet, namely its openness and its open source movements, has been used for expanding knowledge opportunities, economic opportunities, and rights opportunities for citizens around the world. The purpose of the course is to provide students not only with a substantive understanding of the technological forces that have shaped "modernity" and "postmodernity," but also to raise theoretical questions about the relations that obtain between producers and users of technology under conditions of globalization, cyberspace, and the information age.

Requirements: One Midterm Exam (40%) and One Final Exam (40%), and a research project (20%). Particularly welcome are projects on Google and Censorship, India's Silicon Valleys, South Africa and Wireless, North Africa, Wireless, and Gender, Sub-Saharan Africa and Technology, Latin America and Telesur; etc. Students are encouraged to bring to our discussions relevant materials. The required reading for specific lectures should be completed before the lecture, i.e. in Polanyi, foreword and intro by July 5.

For more information: <http://learning.berkeley.edu/holub>

Satisfies the International Studies or Social and Behavioral Studies Breadth Requirement

### Required Books:

1. Castells, Manuel (2001) *The Internet Galaxy* Oxford University Press
2. Polanyi, Karl (1944) *The Great Transformation* Boston Beacon Press

### Required Links

1. <http://www.tidec.org/geovisions/Castells.html>
2. <http://www.antenna.nl/~waterman/castells.html>
3. <http://hjem.get2net.dk/gronlund/Castells.html>
4. <http://www.culturewars.org.uk/2004-01/castells.htm>
5. <http://www.worldchanging.com/archives/001968.html>
6. [http://www.smartmobs.com/archive/2005/01/31/manuel\\_castells.html](http://www.smartmobs.com/archive/2005/01/31/manuel_castells.html)
7. <http://www.geog.ucl.ac.uk/casa/martin/atlas/cables.html>
8. <http://www.telegeography.com/>

### Recommended Books:

Abbate, Janet (2000) *Inventing the Internet* MIT Press  
Artz, Lee and Yahya R. Kamalipour, eds (2003) *The Globalization of Corporate Media Hegemony*  
Borgmann, Christine (2000) *From Gutenberg to the Global Information Infrastructure*  
Campbell Kelly, Martin and William Aspray (1996) *Computer: A History*  
Castells, Manuel (1996-2000) *The Rise of the Network Society*  
Castells, Manuel (2007) *mobile communication and society. A global perspective*  
El-Nawawy, Mohammed and Adel Iskandar, (2003) *Al-Jazeera* Westview Press  
Fischer, Claude (1992) *America Calling* University of California Press  
Feyerabend, Paul (1978) *Science in a Free Society*  
Flink, James ( ) *The Automobile Age*  
Himanen, Pekka (2001) *The Hacker Ethic and the Spirit of the Information Age*  
Marx, Karl (1848) *The Communist Manifesto* Ed. Findlay, LM The Bro  
McLuhan, Marshal (1962) *The Gutenberg Galaxy* The University of Toronto Press  
Mestrovic, Stjepan (1997) *Postemotional Society*

## Syllabus

### Part I: Industrial Revolutions

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|---------|---|
| July 3  | Lecture 1: Paradigms of Transformation:<br>The Industrial Revolution and Capitalism   |
| July 5  | Reading: Polanyi, Foreword by Joseph Stiglitz, Intro by Fred Block<br>Lecture 2: Factories, Bureaucracies, Financial Industries |
| July 10 | Reading: Polanyi, chapters 1, 2, 3, 4,<br>Lecture 3: Urbanization, Trade, Railroads, and Oil                                    |
| July 11 | Reading: Polanyi, chapters 5, 6, 7,   |

Lecture 4: The Transatlantic World, Geopolitics and Gold

July 12      Reading: Polanyi, Chapters 8, 9, 10, 11  
Lecture 5: Culture Industries and Knowledge Industries

Part II: Transportation and Communication

July 17      Reading: Polanyi, Chapters 12, 13, 14, 15, 16,  
Lecture 6: Taylorism, Fordism, Sloanism, Telephony, Automobility

July 18      Reading: Polanyi, Chapters, 17, 18, 19, 20, 21  
Lecture 7: Modernity and Postmodernity: Gutenberg Galaxy

July 19      Lecture 8: Review and Midterm Exam

Part III: Information Technology Revolutions

July 24      Reading: Manuel Castells, *the Internet Galaxy, Opening & chapters 1, 2,*  
Lecture 9: Globalization, Technopoles and Informational Capitalism

July 25      Reading: Castells, chap 3, 4  
Lecture 10: The Evolution, Structure and Culture of the Internet

July 26      Reading: Castells, chap 5, 6, 7  
Lecture 11: The Hacker Ethic

July 31      Reading: Castells, chap 8  
Lecture 12: Cyberatlas and Telegeography

August 1     Reading, Castells, chap 9  
Lecture 13: Regionalization and the Digital Divide

Aug 2        Lecture 14: From Polanyi to Castells and from Weber to Himanen

Aug 7        Reading: <http://www.sfgate.com/cgi-bin/article.cgi?file=/c/a/2007/03/30/MNGNNOUHQL1.DTL>

Lecture 15: Openness, Open Source, Creative Commons, E-Waste

Aug 8        Reading: Stieglitz on WTO, World Bank, Bretton Woods, and NAFTA  
Lecture 16: Global North and Global South: Leapfrogging?

Aug 9:        Review: Three Paradigms