

ANT 4851 Digital Anthropology
University of Florida
Spring 2021

Instructor: Matthew (Matt) Albrecht – matthewalbrecht@ufl.edu
TA: Cady Gonzalez- gonzalez69@ufl.edu

Office Location/ Office Hours:

Matt: Wednesday 9-12 Zoom
Cady: Thursday 9-12 Zoom

Course Description: Digital anthropology is the study of how digital technology affects human culture. This course introduces students to the theories and methods necessary for doing research in a digital space. Students will learn both how to use ethnographic methods in a digital space and how to use digital technology to conduct traditional ethnographies. In addition, the course will consider the ethical challenges of studying human interactions within these translocal digital technologies.

Course Pre-requisites: *None.*

Required Text(s) and Supplemental Readings:

Required Textbooks:

Horst, Heather A., and Daniel Miller. Digital Anthropology. Bloomsbury Academic, an Imprint of Bloomsbury, 2014. ISBN: 0857852906

Additional readings are also on canvas and listed in the syllabus.

Course Requirements and Methods of Assessment:

Readings: You are expected to complete the assigned readings and discuss the material in your lab responses. Please understand the field of digital anthropology is new and quickly emerging. As such the readings are subject to change as new articles are published throughout the semester.

Assignments:

There are weekly labs, one essay, and a final project
Labs are 10 points each
Essay (3-5 pages) 20 points
Final project is worth 20 points
Final Paper (5-8 pages) is worth 30 points

Late work: Late work will drop one letter grade per day. After one week, late work is only eligible for half credit.

Grading Scale:

A 100 – 92	C+ 79 – 78
A- 91 – 90	C 77 – 72
B+ 89 – 88	C- 71 – 70
B 82 – 87	D+ 69 – 68
B- 80 – 81	D 67 – 60
F 59 – 0	

Academic Honesty:

Cheating, plagiarism, violation of test conditions, complicity in dishonest behavior, or other falsification of academic work is a serious breach of College expectations and is subject to immediate disciplinary action. Plagiarism: There is no more serious academic offense than plagiarism. Plagiarism is academic theft, where the writer passes off as his or her own the ideas or words of another. **If you plagiarize, you will receive a zero for that assignment and I will refer the matter to the Dean of Students for further disciplinary action.** You must be familiar with the College's policies on plagiarism. If you have any questions please refer to the University's Honor Code, which is available online at: <http://www.registrar.ufl.edu/catalog/policies/students.html>.

Statement on Disabilities:

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. The Disability Resource office is located in 001 Reid Hall. Further information can be found at www.dso.ufl.edu/drp.

Mental Health:

The university offers confidential counseling services to help students deal with personal concerns that interfere with learning and academic progress. The Counseling Center's professional counselors provide individual and group counseling and crisis intervention on short-term and emergency issues as well as consultation and referral services. All services are strictly confidential and are not part of students' college records.

1. University Counseling Center, 301 Peabody Hall, 392-1575
2. Student Mental Health, Student Health Care Center, 391-1171 (personal counseling)
3. Sexual Assault Recovery Services (SARS), Student Health Care Center, 392-1161
4. Career Resource Center, Reitz Union, 392-1601

Reading Key: DA = Digital Anthropology / EL = Canvas

Module	Readings (Subject to Change)	Lab / Assignment and Due Date
Introduction	Intro lecture	Who are you?: 1/15
What is Digital Anthro	The Digital and the Human DA p.3-30	Who do you know?: 1/22
Ethics	Ethics EVW p. 129- 150 (EL) Experimental evidence (EL) Facebook TOS (EL) HuffPo Explains Facebook TOS (EL) Londoners give up eldest children (EL)	Terms of Service: 1/29
Social Media	Social Media Guidebook (EL) Culinary School Instagram Skills (EL) The Myth of 'Professional' Twitter Accounts (EL)	Setting up Twitter: 2/5
Social Networks	Social Networking Sites DA p.146-164 Network Analysis in the Social Sciences (EL) Collective dynamics of 'small-world' networks (EL)	EgoWeb: 2/12
Digital Communities	Expanding the horizons of digital social networks: Mixing big trace datasets with qualitative approaches (EL)	Digital Communities: 2/19
Presentation	Internet dating and Respectable Women (EL) Performing the Looking-Glass Self (EL)	Avatar Exercise: 2/26
Digital Methods	Ten Myths (EL) Participant Observation (EL)	Second Life: 3/5
Data collection	Interviews & Virtual World (EL) Other Data Collection (EL) Assessing Public Awareness of Social Justice Documentary Films based on News Coverage and Social media (EL)	Text Analysis: 3/12 Paper: Social Media 3/15
Research Design	Research Design (EL)	Design Practice: 3/19
Digital Economics	Economic research mmorpgs quick overview (EL) Free Software & Politics DA p.185-202	Tracking Bitcoin: 3/26
Mapping Digital Space	Geomedia DA p. 80-100 How Google Earth Has Revolutionized Archaeology (EL) The Principles of Seville- International Principles of Virtual Archaeology (EL)	Virtual Archaeology: 4/2
Digital Archaeology	Archaeogaming (EL) Archaeogaming, Ethics, And Participatory Standards (EL)	Digital Archaeology: 4/9

	Excavating Second Life (EL) Virtual-Communities, Virtual Settlements & Cyber-Archaeology (EL)	
Applied Digital Anthro	Museum + Digital DA p. 266-287 Community makers, major museums, and the Keet S'aaxw (EL)	Applied Digital: 4/16 Final Project: 4/19 Final Paper: 4/26