

## Rutgers DSW Program Syllabus

**Module Title:** Social Media & Social Movements

**Instructor:**

**Residency:** November 2018

**Date:**

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### Module Description:

The growth of social media has dramatically changed how people communicate, collaborate and mobilize, thereby transforming political and social activism. Building on the foundation on the scope and popularity of social media, this module examines the interplay between activism and social media through academic texts, online resources and videos. The class will focus on the increased prevalence of digitally based forms of activism in promoting ongoing social movements how it influences social change.

Students will explore the evolution of how we receive and produce news. The course will support student's ability to explore policy, activism and social justice issues and encourage students to engage in debate and analysis of current events in real time using various social media platforms.

The module will also examine the historical socio-political motivations behind large-scale movements largely organized on social media (such as "Occupy" "Black Lives Matter" and "Arab Spring") to smaller causes, which are "trending" daily on social media. Additionally, we will examine the concepts of social movement theory, media ecology theory, resource mobilization, protest cycles and collective identity.

Students should come prepared with their preferred device so that they may connect to social media in real time during the module.

### Module Objectives:

1. Understand how the rise in new media has influenced contemporary activism, particularly as it relates to race and gender equality, economic justice and human rights.
2. Explore how social workers can utilize social media tools as a platform to engage in dialogue about social policy and effect social or political change

### Required Readings (choose 4):

1. Prensky, M. (2001). Digital natives, digital immigrants part 1. *On the horizon*, 9(5), 1-6
2. Guo, C., & Saxton, G. D. (2014). Tweeting social change: How social media are changing nonprofit advocacy. *Nonprofit and voluntary sector quarterly*, 43(1), 57-79.
3. Goldman, A. & Vogt, P.J. (Hosts). 2015, January 14. Reply All: The Writing on the Wall [Audio Podcast]. Retrieved from <https://www.gimletmedia.com/reply-all/9-yik-yak>.
4. Garza, A. (2014, October 7). A Herstory of the #BlackLivesMatter Movement. Retrieved from <http://www.thefeministwire.com/2014/10/blacklivesmatter-2/>
5. If they gunned me down which picture would they use. (2018, July 1). Retrieved from <http://iftheygunnedmedown.tumblr.com/>
6. Rosenthal, R., & Flacks, R. (2015). You can't scare me I'm sticking to the union in *Playing for change: Music and musicians in the service of social movements* (pp. 3-36). Routledge.

7. Janovy, CJ. (Producer). 2017, July 2. All Things Considered: Among Folk Musicians, Protest Music's Future Is Up For Debate [Audio Podcast]. Retrieved from [https://www.npr.org/2017/07/02/534925002/among-folk-musicians-protest-musics-future-is-up-for-debate?utm\\_source=facebook.com&utm\\_medium=social&utm\\_campaign=nprmusic&utm\\_term=music&utm\\_content=20170703?utm\\_source=facebook.com&utm\\_medium=social&utm\\_campaign=nprmusic&utm\\_term=music&utm\\_content=20170703](https://www.npr.org/2017/07/02/534925002/among-folk-musicians-protest-musics-future-is-up-for-debate?utm_source=facebook.com&utm_medium=social&utm_campaign=nprmusic&utm_term=music&utm_content=20170703?utm_source=facebook.com&utm_medium=social&utm_campaign=nprmusic&utm_term=music&utm_content=20170703).
8. Gladwell, M. (2010, October 4.). Small change: Why the revolution will not be tweeted. Retrieved from <https://www.newyorker.com/magazine/2010/10/04/small-change-malcolm-gladwell>