

"Homepage" | October 1st—October 29th, 2004

Assignment 2: Performing Identity Assignment

This assignment complements Part II of the course, "Embodiment and Identity Online." Students will learn how to analyze a home page for its performance of race and gender and how to produce their own home page and link to others in ways that are thoughtful about these elements of identity. The steps are as follows (please see below for due dates):

2.1: Network Analysis: Select a homepage and analyze its location using tracert and ping, and produce a written analysis. You will be taught how to use tracing programs and what they show you about social networks, identity, and veracity in tutorial. Deliverable: 200-word narrative of your experience trying to locate the source and the path of any website of your choice.

2.2: Select a homepage and analyze its race and gender performance. Appropriate sites could include such things as Armed Forces recruitment sites, health care sites, political party sites, fan sites, online shopping sites, mp3 sites, blogs, and so on. "Read" a home page in terms of for whom it is intended, who it excludes, and what it says about those it represents and those it does not represent. Deliverable: 200 word analysis of a website of your choice.

2.3: Start the design of your own (fake or true) home page by devising a site map. You will be shown how to make a site map based on the analysis of an existing site. The purpose of this assignment is to learn how interactive designs determine the user experience, how interactivity defines a rhetorical structure, and how you can use interactivity to convince users of the importance of your content. Deliverable: one graphic site map with at least 12 nodes presented as a electronic flow chart produced in MS Word or OpenOffice.

2.4: Produce and upload your home page during Friday section using Dreamweaver software. Dreamweaver is available in library computer clusters. Basic HTML code and uploading procedures via FTP will already have been demonstrated. Deliverable: Home page with at least five pages of content, including text, images, sound and interactive elements such as page links, downloads, or a login.

2.5: Review peer homepages and link your site to other sites you trust. You will be taught how to link to sites using Dreamweaver. Deliverable: update your homepage with links to other trusted sites and submit link data in HTML format.

Part II: Embodiment and Identity Online

Monday October 4: Lecture: The Internet in American Life: the Demographics (Thompson)

Readings: Pew Internet and American Life Project <http://www.pewinternet.org>
Read the following reports: "Who's Not Online," "New Internet Users," "Rural Areas and the Internet," "Internet Use by Region in the U.S.," "African Americans and the Internet,"

"Hispanics and the Internet," "Asian Americans and the Internet," "Older Americans and the Internet," "Teenage Life Online," "The Internet Goes to College."

Tutorial, week 6: Introduction to and explanation of Assignment 2. Practical instruction whole group HTML.

Discussion section, week 6: HTML demonstration of site ownership

Wednesday October 6: Lecture: Purity, mixing, passing: is there race on-line? (Niemeyer and Thompson)

Reading: *Technicolor*, pp. 177-190; 191-198; (Nguyen, Mimi, "Tales of an Asiatic Geek Girl: Slant from Paper to Pixels," and Gomez-Pena, Guillermo, "The Virtual Barrio @ the Other Frontier (or The Chicano Interneta)," Nakamura, Lisa, 2000. "Race In/For Cyberspace: Identity Tourism and Racial Passing on the Internet," available at <http://www.humanities.uci.edu/mposter/syllabi/readings/nakamura.html>

Monday October 11: Lecture: Disability, Dis(embodiment), and Cyber-culture (Thompson)

Reading: "When the Americans with Disabilities Act Goes Online: application of the ADA to the Internet and Worldwide Web," National Council on Disability, July 2003. <http://www.ncd.gov/newsroom/publications/adainternet.html>

Assignment 2.1 (network analysis) due.

Tutorial, week 7: PBS *Digital Divide* two part series, Part I, with discussion

Discussion section, week 7: Site maps help for Assignment 2.3

Wednesday October 13: Lecture: Gender, Sexuality, and Performativity Online (Thompson)

Reading: *Desire and Technology*, pp. 45-81; *Cyborg Citizens*, 151-160

Assignment 2.2. (homepage analysis of race and gender) due

Monday October 18: Lecture: Be Responsive: Network feedback loops (Niemeyer)

Reading: Manifesto

Tutorial, week 8: *Digital Divide, Part II*; attend talk by Mimi Nguyen, October 18.

Discussion section, week 8: Dreamweaver, complete *Assignment 2.4 (produce and upload homepage)*

Wednesday October 20: Lecture: Cybersociality: Creating Family and Reproducing Online (Thompson)

Reading: *Cyborg Citizen*, pp. 87-112; 143-150.

Assignment 2.3 (site map) due

Monday October 25: Lecture: View documentary *Hate.com: Extremists on the Internet* (HBO)

Reading: *Cyborg Citizen*, pp. 9-38; review "Networks and Netwars":
<http://www.rand.org/publications/MR/MR1382/>

Tutorial, week 9: finish *Hate.com* documentary, with discussion

Discussion section, week 9: discussion of what the linking results mean, and where your results fit in to readings and video to date

Wednesday October 27: Lecture: Political Organizing Online (Niemeyer and Thompson)

Reading: look at MoveOn.Org and Zapatistas online; review
<http://credibility.stanford.edu/> and
http://www.consumerwebwatch.org/news/report3_credibilityresearch/stanfordPTL_TOC.htm

Assignment 2.5 (link to sites you trust) due