

September 25

Thesis

- Initial thoughts on data
 - Structure
 - Content
 - Native advertising depth and nuance
- Literature
 - 2 game changers:
 - Printed literature
 - Annotated bibliography
 - Need reading suggestions
 - How to structure an introductory level course
 - Different ways of teaching (ex: show and tell) and which is best for what use
 - Adult professional development?

Other

- Visiting Emerson
 - Talk to undergrads about research
 - “Potential” brown bag with faculty
 - Possibly meet grad students

September 6 Agenda

General

Updates

- Boulder
- Best email for Paul?
 - Taking off a Tuesday? pM....@gmail.com

Projects

- Thesis
 - Observation calendared
 - May shift back as “project” becomes more clearly defined
 - Okay to combine text documentation along the way?
- Google Digital Lit [Outline](#)

- Screencasting as Pedagogy [Outline](#)
- Road Island Fdn Local News Initiative
- Journalism Entrepreneurship Ed Research
- DigiURI Media Club
 - Website kinks: Error messages on pages, missing from events

August 23 Agenda

General

- Settling in
 - Office space?
- A message from Stephan Reese

Rhode Island Fdn Local News Initiative

Summer Developments & Updates

- CU Boulder relations
 - Theory course reading - potential auditing in Spring
 - Research project
- Teaching
 - Working through teaching materials; syllabus; lesson plans
- JMLE copyediting
- AEJMC Newspaper and Online News Membership Chair
- News Literacy International Textbook?

Media Ed Lab

- Journalism and propaganda and native ads
- Website updates

Thesis

- Reconsider timeline
- PhD roadmap website

Talk about Seth's new news lit model

- Renee

NE Regional - Carolyn - Renee recommends news source eval

Monday, Aug 26

Research article - 4500

- Why it matters
- Lit review
- What I did
- Caviats, challenges, possibilities

*Describe what I did and weave in theoretical ideas

- shift in power from teachers to students
- Notices in differences how they evaluate

May 20 Agenda

General

- How is the book coming along?
- DigiURI planning
- Mobile Propaganda and Disinformation Lab

Thesis

- Ethics board approval! :D
- [“Project Management for Newsroom Leaders”](#) - Knight Center & UT Austin (Moody)
 - Take the course, cull materials for later, or leave it alone?
- NYT Course
 - Recorded the registration and introduction video
 - Is the screencasting too much / unnecessary?
 - Still waiting on edu contacts from Joe Kahn

Other Work / Projects

- Teaching
 - Grading finished
 - Evals
 - Reflection (“What kind of academic do I want to be?”)
- Global News Literacy Summit (Poland, Jun 3-7)
 - GPS Upgrade: Navigating Promotion and Propaganda Neighborhoods in the Digital Age
- NAMLE (DC, Jun 26-28)
 - Evaluate & Reflect

- DigiURI vlog-style blog post (w/ transcript)
- AEJMC (Toronto, Aug 7-10)
 - Poster application: [Do I understand you correctly?](#) A multi-literacy approach to source evaluation
 - Goal: Meet [Erin Schauster](#) and [Patrick Ferrucci](#) ("Native Advertising is the New Journalism..." etc.)
- DigiURI Media Club
 - Do you want me to clean up links on the [Webinars and Online Learning](#) page?
 - [Future events](#) are not showing on [Upcoming Events](#) page

URI Visit

- Potentially found housing
- Goals (just reminders)
 - Propaganda and news
 - Historical perspective?
 - Audit / guest lecture

April 3 Agenda

Thesis

- Screencast search
 - Documentation of search, evaluation, trials, etc.
 - Screencastify
 - Potential publication?
 - [Qualitative Research \(QRJ\)](#)
 - [International Journal of Qualitative Studies in Education](#)
- IRB app submitted
- Connection made w/ NYT (Joe Kahn); waiting for connection to NYT Edu folks
- NYT course
 - Still unclear how much interaction I will have with others
 - Should I commit to things like posting a comment on each lesson, etc.? Like, ground rules...?

URI Visit

- Summer timeline:
 - June 17th - Fly in to FL, drive up to VA to pick up car, drive to DC for NAMLE
 - July 1 - Move into apartment (ideally)
 - July 3-12 - Vacation (Copenhagen)
 - July 14-19 - DigiURI

- July 20-26 - Working vacation? (Oakland)
- July 29 - Media Ed Lab
- TBD - time w/ David
- Still looking to rent July 1-Dec 31(ish)
 - Is Providence too far for the entire time? How far is too far?
 - Will have car and bike
- Goals:
 - May I take more initiative/ the Media Club webpages?
 - Propaganda in news lesson plan (firehosing, etc.)
 - Am I allowed to sit in on Comms/Media classes?

Other

- DigiURI
 - Tier 2?
- Evaluate & Reflect project
 - Michael and I want to write a blog post for MEL about our experience, if that's valuable
- JAMLE Review(?)
 - Should I copy edit?

March 13

- Misc
 - Native ads lecture
 - MOM meeting @ Brown
 - Visiting scholar updates
- Thesis
 - Candidature approved :)
 - Next steps:
 - Strategy NYT contact session Friday
 - Begin course this weekend (?)
 - Will document using screencast and field notes

February 27

MOM

- My custom classroom doesn't work. System or user error?
- Idea for custom gallery: news
- [WWE and Saudi Arabia](#)

February 4

Review and Follow Up

- Summer sched
 - July - DigiURI, then start visiting scholar program?

Thesis

- Review research findings
- [Draft of research scheme](#)
- Difficult to find the sweet spot
 - Journalism professionalism is not paralleled to other professionalism; to the extent that studies don't exist it's hard to find methodology elsewhere
 - Searches include: method + journalism/journalism ed/online ed/professionalism/journalism professionalism/native advertising | textual analysis of online learning
 - Access to URI online resources?
- Questions:
 - Questioning methods - survey vs. observation
 - Survey could provide additional insights but will be difficult
 - Observation may not provide anything new given the textual analysis

RESEARCH EVIDENCE on the validity of the case study method you're using to investigate T-Brand Studio

SYSTEMATIC LITERATURE REVIEW

Building a foundation for your new work

LIT SEARCH: how to find these previous studies

Google Scholar / library database: interviews, media studies, journalism education, document analysis, participant observation, newsroom, classroom

Select time period: delimit from date to date

Criteria for inclusion - exclusion

WRITE THIS (above) UP AS A METHOD - know this may evolve as you move through the search

GOOGLE Spreadsheet = LIT REVIEW

Purpose: **understand how these methods inform and add new knowledge to the field; identify strengths and limitations of prior research**

(Tabs)

Group A: all 3 - sweet spot, methods and topics

Group B: has 1+ methods but not focused on the topics

Group C: has 1+ of the topics but not methods

Columns:

Citation

Year

Methodology: descriptive summary

Topics of Focus:

Subjects:

Results

Strengths

Limitations

ADD NEW COLUMNS as needed

Free association: how does the study relate to YOUR INTERPRETATION OF JOURNALISM/PRESS THEORY helps clarify and focus how you read these studies - how does this relate to what i'm teaching?

JANUARY 21

Review and Follow Up

- First week of teaching
- CNL project
- MOM updates
 - Ratings: How do you teach people to rate beneficial vs. harmful without considering their own opinions of the message? ([Example](#))
 - Noticing a trend of groups of people who upload good examples vs. groups who don't seem to get it, and some groups that have promoted student projects. Do you want me to keep track of potential (somewhat innocent) misuse, and examples of what might be the outcome of good vs.

bad workshops? (Ex: I would guess that there was a workshop or training at ASU, which produced several well-considered examples. However, a workshop at [Free Spirit Media](#) (?) has produced several [examples](#) that seem off, although the org seems amazing.)

- Interesting that most content from O'Reilly and Jones (and others) has been removed from YouTube for complaints about copyright violation
- FYI - [Security update for Drupal](#)
- ["Browse" from homepage and from Nav. not working](#) (noticed this morning)
- General timing for native ad lecture? (Last week of Feb)

New Items

- Planning for 2019
 - Review [Publication Planning Folder](#)
 - URI visiting scholar Fall 2019 - Masato OK
 - Sam's Goals:
 - Research
 - Thesis
 - Potential research in media lit (content analysis on media as news lit, [check out this OTM segment from Sat!](#)); journalism education (survey/analysis of journalism ed + content marketing in the US); how the introduction of content marketing into journalism is being disseminated via teacher training (conferences, journalism educator resources, etc)
 - Exploration of news literacy trends and how the 9 debates of media literacy apply
 - Study
 - Education theory; sociology of education
 - Teaching
 - Learn more about teaching media (participatory learning, online ed, etc.); participate in curriculum, lesson, and lecture planning and implementation
 - Add value to Media Ed Lab
 - Questions: dates; costs and funding; logistics
 - HKU - one-time \$1700 in funding available, but deadline tight
 - URI - Is [this page](#) relevant?
 - Conferences Summer 2019
 - Masato says not to go to any at which I'm not presenting. ?
 - Lined up:

- ICA, May 24-28 (proposed panel*) - NO
- Global News Literacy Summit May 30-June 3 (presenting)
- NAMLE June 26-28 (proposed idea fair*) - YES
- Two-week news lit course at HKU (July; may not happen)
- DigiURI Jul 14-19
- AEJMC Aug 7-10 (proposed panel*)

Thesis

- From last meeting:
 - Reading:
 - Public Opinion (Lippman)
 - Propaganda (Bernays)
 - The Politics of Illusion (Bennett)
 - Black Ops Advertising (Einstein)
 - A Public Voice for Youth (Levine)
 - Positionality Statement -
 - [A Practical Iterative Framework for Qualitative Analysis](#)
 - [Positionality: Reflecting on the Research Process](#)
 - [Positionality](#) (Chapter from "Practitioner Research in Doctoral Ed.)
 - Falsifiability - Waiting for "Social Science in Question" to arrive
 - [Working Titles](#)
 - Review current iteration of lit review & methodology
-

DECEMBER 3

Review and Follow Up

- What Sam has been up to:
 - Submitted panel proposal w/ Michael - NAMLE
 - DigiURI Media Club
 - Mind Over Media site
 - FYI: login is weird
 - Rating - can you undo an accidental rating?
 - Follow up on MOM scaling grant
 - HKU Semester wrap up
 - Prep for next semester
 - Teaching at HKU and HKBU (3 courses total)
 - PR Writing (master's degree)
 - Critical Perspectives on International News (gen ed)

- Principles of Journalism (to journalism minors and other non-J majors)
- Career question: Cal State
- Publishing progress
 - Content analysis of news as media literacy
- Thesis progress
 - Reading: Igor suggested quite a few titles
 - Met John McManus
 - Narrowing down to methodology
 - 3 goals:
 - Recognize new norms in journalism -- is it *becoming* PR?
 - Case study of NYT?
 - Content marketing cert
 - SEND RENEE THE EDITORIAL LANGUAGE STUDY
 - YOU LI
 - Audience research? Action research?
 - Need help with how to make theoretical connections
 - Hegemony and Gans' theories of making news?
 - etc.

WORDS IN THE TITLE:

Journalism education

New professional norms

Journalism as public relations

Content Marketing

Deterioration of Church and State

THEORY

2. Classical Journalism Theory

Press theory: press as education for democracy

Transparency and ethics are important in journalism - "they say" reasons why

5. Critical Cultural / Social

Power relations: Chomsky/ institutions are used to maintain the status quo

Journalism - PR blurring

Schiller -

1. Practices and Norms

Reporters and sources - relationships

News/business wall

Learners as “desperate” - professionalization of journalism - special skills and special knowledge vs citizen journalism

Journalism - PR blurring

3. Public Relations/Propaganda

PR could be ethical

Chomsky - elites control over institutions of power: corporate power subordinates journalism through reframing business model

4. Education

Online learning -- moving through content responding to it

Education as propaganda

Adult learning

Market for these types of programs - Poynter training and PD services

News media literacy

News literacy - many do not mention content marketing

Topic: A Case Study of NYT Content Marketing Course

Methods

Phenomenological observation

Interviews with teachers, students and others

Document analysis of curriculum content and form

Expected Findings

At least 3

Implication and So What

OCTOBER 22 - next meeting

Upcoming Opportunities:

- [Media Education Summit](#) - Nov 1
 - Sam will [panel a discussion](#) on 3 research papers
- Media & Info lit mashup research project (in progress; research January)
- CNL TOT whitepaper (in progress; data to be collected in Dec for eval in Jan)
- Global News Literacy Summit - May 29-June 3, Poland - Potential [follow up](#) paper on teaching PR lesson(s) in news lit
- AEJMC panel w/ Yonty et al
- Guest lecture on native advertising!
 - Pathright (sp?)
 - Propaganda class totally online
 - Give an assigned reading for before the lesson; 20 min lecture, then creating small group discussion topic; come back and share; sam will comment and raise new questions
- ICA panel
- **Summer 2019 in US

Thesis

- Takeaways from reading so far
- Review and refine [outline](#)
- Questions for Renee:
 - Are there educators focusing on “critical media literacy”?
 - Do you know of any media literacy educators who use news to teach media literacy?
 - Do you know educators who are using NYT specifically in any capacity?

Other

- Any advice on teaching critical thinking without making students reactively cynical? Points to any reading would be helpful.
- Time management - what percentage of my time should be spent on:
 - Reading / lit review
 - Research projects and publications
 - Assistantships
 - Prepping for my own teaching next semester

- MOM Asia expansion - potential funding
 - [Open Society?](#)
 - Google :(

OCTOBER 1

THE VENN DIAGRAM MEETING

TRY NEIL POSTMAN THESIS STRUCTURE

7 sentence thesis –

- 1. Broad claim about an important problem in the world**
- 2. Evidence or concepts that are needed to begin to study that problem**
- 3. Claim made by another scholar that flawed or incomplete... BUT**
- 4. Another concept / idea/ approach that could be worthy of further inquiry**
- 5. Proposed methodology for examining the new idea in depth**
- 6. Narrow definition of the concept aligned with the method of inquiry**
- 7. Research question**

METHODOLOGY:

Content analysis - media coverage of journalism's political economy

Interviewing PR and journalists

Creating and testing curriculum on PR literacy

SAM:

MAke a pretty version of the Venn Diagram

Reviewing literature and history for the 3 circles

Outline the ideas in the Venn Diagram

Do some reading and writing that “talks back” to authors you’re exploring

Gather notes and thoughts on NYT Learning Network to discuss w/ Renee

RENEE:

Give you a list of stuff we talked about and other stuff

1. MEDIA INDUSTRY INVOLVEMENT IN NEW LITERACIES

Hobbs, R.(2016,August). [Literacy: Understanding media and how they work.](#) In R. G. Picard (Ed.), *What Society Needs from Media in the Age of Digital Communication* (pp.131 - 160).,Porto: Media XXI.

Cho and Heins: Media Literacy: An Alternative to Censorship

<https://ncac.org/fepp-articles/media-literacy-an-alternative-to-censorship>

2. CRITICAL WORK THAT HELPS PUBLIC UNDERSTAND PR /MARKETING

Trust Me I'm Lying by Ryan Holiday

PR Watch - John Stauber

The Aisles Have Eyes by Joseph Turow

The New propaganda book by Yochai Benkler

Network Propaganda: Manipulation, Disinformation, and Radicalization in American Politics

3. HOW MEDIA CRITICS INFORM THE PUBLIC ABOUT POLITICAL ECONOMY

On the Media - NPR

Media Literacy Series by YouTube Crash Course

The New Yorker: David Remnick, Andrew M. Arantz

...our question was: how frequently do these reporters address the political economy of journalism?

Schudson, M. (2002). [The news media as political institutions](#). *Annual review of political science*, 5(1), 249-269.

McChesney, R. W. (2008). *The political economy of media: Enduring issues, emerging dilemmas*. NYU Press.

Hardy, J. (2017). Money, (Co) Production and Power: The contribution of critical political economy to digital journalism studies. *Digital Journalism*, 5(1), 1-25.

Interesting dissertation:

Gant, A. (2018). The Future of the New Media Economy: exploring the entangling identities of advertising and journalism professionals via the phenomenon of native advertising.

<https://lup.lub.lu.se/student-papers/search/publication/8939636>

In Popular culture:

South Park

<https://youtu.be/IVfsIRsNXUc>

An example of a YouTuber exposing sponsored content : The Secret World of Influencers

<https://youtu.be/RjzuefWqVY8>

OTHER GOOD STUFF

Livingstone, S., Van Couvering, E., & Thumin, N. (2008). Converging traditions of research on media and information literacies. *Handbook of research on new literacies*, 103-132.

FYI: Here is the PR in <https://youtu.be/RjzuefWqVY8> news lesson plan I put together: <https://commons.library.stonybrook.edu/cgi/viewcontent.cgi?article=1005&context=cnlglobalconference> (if you are interested further, I will send the original PDF with working links to the case studies used for the lessons)

Teaching PR

MOM - 4 hours: use Canada when you can. Skip languages you don't understand. If duplicates, keep the one with the most comments. Rewrite as needed for quality.

IRB project.

Teach info lit framework/news lit. Authority is constructed and contextual. How we evaluate journalists' use of sources. Two lessons. Use screencasting to evaluate students' ability to evaluate authority (pre-mid-post) in 2 contexts.

...

Thesis

61 ideas.

September 27

Agenda

1. Discuss potential thesis topics
2. Exploring propaganda
 - a. Firehose and Falsehoods
3. Review projects
 - a. News for Youth Audiences - TBD
 - b. Evaluate and Reflect
 - i. Using Info lit framework (Authority is Constructed and Contextual)
 - ii. Partnering on outcomes and assessments, teaching separately, assessing together over 2 semesters
 - c. CNL White paper
 - d. First Draft News closed app study (confidential)
 - e. DigiURI Media Club
4. Follow-ups

September 12

Agenda

1. Following Up:
 - a. 2018-2019 goals (in order of priority)
 - i. **Submit research scheme and data management plan**

- ii. Complete the Screencast Info Lit study; propose to a journal (“evaluate and reflect”)
 - iii. Successfully teach Global News Lit course and advanced news lit course
 - iv. Participate in panel about news for youth (with other Phd students)
 - b. Report back: Digital Hub Asia / Berkman Klein Internet, Law and Society presentation
 - c. Personal reflection: “Why is institutional learning important?”
- 2. Mind Over Media and propaganda
 - a. SLACK: <https://mom-eu.slack.com/>
 - b. READ: [FOTIADE ON RADICALIZATION](#)
 - c. TO DO: Find all the examples from China, Phillippines, Japan - use keyword search - ASIA. Tag with the relevant country, add title and improve the text as needed. Create a custom gallery called : Asia
 - d. Only seem to be two examples from Asia: “[Selfless Giving](#)” (Thailand) and “[Children in China](#)”
 - i. How can we encourage more?
 - ii. Is there potential funding for extending workshops to Asia?
 - e. Interesting phenomenon: government sponsored propaganda targeting international audiences
 - i. GO FIND: Is there a book on govt propaganda in the Asian context?
 - ii. RT, VOA, SCMP?
 - f. Bert Peters raised a great question that I have been asked whenever I talk about media literacy: is the ability to recognize propaganda enough?
 - i. Where is the discussion on this?
 - g. [FlipGrid reflection questions](#)
- 3. Projects
 - a. News for Youth Audiences - TBD
 - b. Evaluate and Reflect
 - i. Using Info lit framework (Authority is Constructed and Contextual)
 - ii. Partnering on outcomes and assessments, teaching separately, assessing together over 2 semesters
 - c. CNL White paper
 - d. First Draft News closed app study (confidential)
 - e. DigiURI Media Club
 - i. Review of kick-off
 - ii. If this takes off, may we use a page on the Media Ed Lab site for maintaining a calendar and archive of DIGIURI Media Club?
 - iii. [Agenda for Sept 10 session](#)
- 4. Thesis development
 - a. Talk through some ideas and how they should be expanded or limited
 - i. Recurring leading theme: news lit for grown ups (higher ed and adults)
 - ii. What is missing from current curricula (UNESCO, CNL, etc.)
 - 1. Political econ. of news media and of web-based media

- 2. Social construction and articulation
 - 3. Messaging and strat. Comm (persuasion, media relations, etc.)
- iii. How other new literacies should enhance news lit curriculum
- iv. Making a case for media lit in gen ed (?)
- v. Reaching adult learners
- 5. Other
 - a. When is a good time to talk to Masato about advisorship?

Friday, August 10

Agenda

- I. Following Up:
 - A. Mind Over Media call
 - 1. What kind of data are you collecting in the survey?
 - 2. How can I help? Proofing English report?
 - 3. Is it possible to give me access to the Google Docs and Slack channel?
 - 4. [What are workshops like?](#) Is it possible to observe one? Do you do them in the US?
 - B. AEJMC
 - C. [Information Interviews](#)
 - 1. Conclusions:
 - a) I don't know if I want to spend six years teaching primarily PR, but it sounds like that could be a good path to tenure and could lead to more flexibility
 - b) I need to think more about what kind of university I want to be part of, and how much I can compromise on location
 - c) **The best Phd is a finished one "*just get the letters*"
 - D. [DigiURI Media Club](#)
 - 1. *Renee will check on potential dates*
 - 2. *Timing must be as early in the day as possible; Asian participants are tricky 9am EST tends to be good, but 10am might be better*
- II. Fall Semester Planning
 - A. "Transferable skills" course (4 weeks)
 - B. Teaching news lit
 - C. EDC 532 concerns -- Can/should I plan to take it next Fall from the US?
 - 1. Reading literacy and K-12 focus
 - 2. Immediate cos"
 - 3. Zoom meetings (timing) - *Optional, but they do provide a A LOT of value*

4. *"The rigor of this course is substantial" -- a Phd level course; would be good to help with research methods*

Upcoming Opportunities

- D. Presentation and/or workshop facilitation in Jakarta - [Digital Asia Hub](#)
- E. Research with First Draft News (potential fellowship?)
 - 1. Berkman Kline Internet law and Society Fellowship (sp?) (See as an example)
 - a) Expectation for participation in research and (possibly) residency
 - b) Possible travel stipend, but unlikely income
 - c) Apply for this program in October and potentially spend a semester
- F. Research with Michael Stoepel (information literacy and information verification)
- G. Research with Mike Spikes and Sanne Tamboer on "NEWS FOR YOUTH AUDIENCES" youth news programming -- this is a huge topic in France - Cleme (sp) creates programming to cultivate consumption among teens; Al Jazeera has youth news -- there have been studies on why programs like this fail in the US -- News ELA is the most successful w/ unique biz model and packaging; very profitable -- look for existing research on this program; NYT Learning Network (deserves to be researched, per Renee) one of the most commonly use resources in the US for curricula
 - 1. Panel proposal -- each of us can take a small part to explore with shared guiding questions; create case studies with shared theoretical questions and doing a comparative analysis -- what to they do? What are the gaps? Etc. (See Jonathan's work) -- ths could be a quick-ish and fairly simple way to go about this -- descriptive analytic piece on the market in the US, elsewhere
 - 2. Channel One studies have great literature on the impact of this programming for news lit
 - 3. Why is it not valued??
 - 4. Find Renee's piece "Capitalists, Consumers, and Communicators..." 2016
- H. [New Media and Global Perspectives](#) grad cert - Appalachian State
 - 1. Is this a good supplement or will I learn all of this through reading?
 - 2.

Sam:

Write down what i will have achieved by summer 2019 (rank order them for priority)

- 1. Completed thesis proposal
- 2. Collaboration on 2 research project
- 3. Grown personal network
- 4. Taught 3 courses that shed light...

Look at Propaganda - podcast and read blogs

Participate in next meeting for the team - Aug 22 9am Mind Over Media
 News lit class will have started - show renee syll.
 DigiURI book club will have more definition
 Looked more into the materials on News on youth audiences - consider how much of this can be part of my area of expertise
 Make a goal to start on one book (considering back-to-school) - find stuff that grabs you!
 (talk to renee more about what's grabbing and why)
 Send Renee access to the reflection to the Flipgrid -- password!!

Friday, July 20

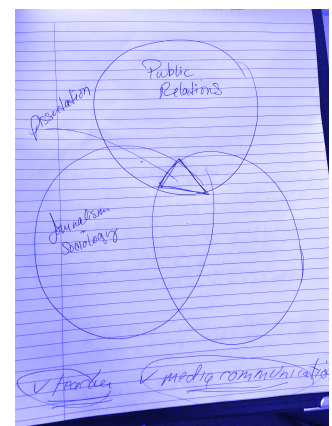
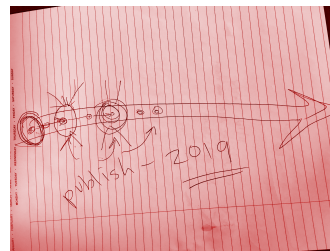
The beginning

What Sam Owes Renee:

1. Sample academic writing:
 - a. Lit review from Fall 2017 Sociology of Communication course (Phd level course that focused on the social construction of journalism). I included the final essay with the professor's feedback annotated in Word.
 - b. Portfolio of writing from Spring 2018 for the required Thesis Writing course, in which you will find a short, three-page lit review and a critique of a 2012 dissertation of a study on Stony Brook's news literacy course.
 - c. A research report from Spring 2018 on for a quantitative study I completed for Media Research Methods.

Takeaways:

- This Phd program just got real. I couldn't be more stoked!
 - We will talk later about how to manage this new relationship with Masato Kajimoto (my on-paper advisor)
- Think about **my converging areas**: What goes in my third circle? Political economies? Information disorder? Social construction? Epistemology? Etc. This third area might change as I explore.
- New goal: read, read, read, and **publish** *something* next year!
 - It doesn't have to be great; this is just the beginning.
- Mind Over Media project
 - Meets every two weeks
 - Sam to sit in and listen on August 1; 9am EST
 - How can Sam help?



Sam's assignments:

1. Set up an informational interview with [Donnalyn Pommper](#) (repeat with recommended sources). I will do the same with my Soc of Comms prof, [Chin Chuan Lee](#), who spent his entire academic career in the U.S.
 - a. What three readings should I pursue?
 - b. Who are three other people I should talk to?
 - c. What do you love and hate about your job?
 - d. What are the most significant gaps in the scholarly literature in the field? What do we not yet know that is really important to know?
2. Select from the following foundational texts to read by the end of November. Write summaries in Google docs (to be shared in this same folder) for Renee's review. As you read, please report: what is the aim of this author's project? What parts of their work is interesting to me? How do these ideas connect together? What's missing? This will become groundwork for a literature review in December. All books marked in [this Google Library](#).
 - a. Len Masterman, "Teaching the Media"
 - b. David Buckingham, "Media Education"; An essay about digital media vs. media literacy -- I can't seem to find this *exactly*, but could you be referring to "[Beyond Technology: Rethinking Learning in the Age of Digital Culture](#)", which is a summary of his book of the same name? Plus, two other works of his post-2010: "[Going Critical: On the Problems and the Necessity of Media Criticism](#)" and "[Power to the People? Amateur Media and Everyday Creativity](#)"
 - c. Kathleen Jamieson, "Un-Spun: Finding Facts in a World of Disinformation"; plus one additional book or article of Sam's choice (I'm going to check out "[The Spiral of Cynicism](#)")
 - d. Scott McCloud, "Understanding Comics"
 - e. Douglas Rushkoff, "Throwing Rocks at the Google Bus," "Program or be Programmed"
 - f. Sut Jhally, "The Codes of Advertising," "The Spectacle of Communication," "Social Communication in Advertising"
 - g. David Wienberger, "Too Big to Know"
 - h. Robert McChesney, watch "Digital Disconnect" and choose one other title: "[Rich Media, Poor Democracy](#)"
3. Create this document, organizing what we talked about today, what I learned, and what my path now looks like.
4. Prepare for collaboration with Michael on potential publication and the DIGI Media Club.
 - a. Collaborate on marketing and prep for webinar
 - b. Read ARCL's Info Lit Framework
 - c. Read Joshua Shenk, "Powers of Two"

For next meeting:

- Scheduled for August 10
- Sam: Be prepared to tell Renee about my experience at the conference, including what I learned asking academics what they love and hate about their jobs. (Should help inform

what I want my teaching career to look like -- teaching vs. research, public vs. private uni, large uni vs. small lib arts, etc.)