

PPAI 1700C - THE INTERNET & PUBLIC POLICY
Brown University
Taubman Center for Public Policy
5:30 – 7:50 PM Wednesdays, 67 George Street 103
Spring 2009

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COURSE OBJECTIVE

The Internet and Public Policy is a junior/senior-level seminar course that introduces students to various characteristics of Information Society and examines how they influence the way our government functions and influence public policy. The course consists of three parts. In the first section, important characteristics of Information Society are examined put on a continuum of broader social transformation from Agricultural to Industrial, and to Information Age. The importance of building trust in Information Society and the role of public sector is examined. The second section of the course familiarizes students with the notion of e-government. Here, e-government practices in the US and around the world are introduced as well as the concept of e-democracy and online citizen participation. The third section of the course focuses on public policy area where the domain of the public sector in Information Age is reexamined and some emerging public policy issues are discussed.

STUDENT PERFORMANCE EVALUATION

Class Participation & Attendance	15%
Essays (2)	25%
Case Contributions (2)	15%
E-Government Evaluation Project	30%
Oral Presentation (1)	15%

E-Government Evaluation Project: Write a 10-12 page paper analyzing the content of three government websites at the same governmental level – local, state or national level. Describe the websites you observe – such as the services and information provided – and compare and contrast various features of these sites using your own e-government survey instrument. Use other e-government evaluation tools as a point of reference to create your own assessment tool. Submit your survey instrument with your report. Also, rank these sites according to your criteria

that measure various aspects of e-government quality (define what constitutes quality). Provide your recommendations as to how these sites may be improved and speculate what may have caused the differences in the quality. The report is due **Wednesday, April 29, 2009**

Oral Presentation: Students will present findings from their e-government evaluation project on **Wednesday, April 29, 2009**. Presentations should be 10 minutes in length (maximum), followed by five minutes of questions from other students and the instructor.

Essays (2): Write two 6-8 page essays on the following topics:

1. Write an essay on the characteristics of the Internet and Cyberspace as a medium of communication and human interactions. Observe your behavior on the Internet and describe the kind of activities that you are mostly engaged in online (whether it be watching YouTube, reading Newspapers, playing online games, participating in online communities and forums, buying and selling, etc.)? If you would categorize your internet activities, how will you categorize them and how much time do you spend on each category? Explain the meaning and significance of Marshall McLuhan's expression 'the medium is the message' and in light of his argument, how does the Internet as a medium of communication affect you as an individual and your communication and relationship with others? Provide a thoughtful assessment on the merits as well as (emerging) shortcomings and problems of the Internet as a medium of communication. This paper is due **Wednesday, March 4th**.
2. Write an essay speculating on the future of our Information Society. What is most likely to be the next technological revolution as you see it? Which technological advancement would cause significant change/progress in our society? In light of what we have discussed in class regarding broader social transformation and attributes of our Information Society, where do you think our society is headed in the future? Elaborate your speculation and explain how this would influence the role of government and discuss the conditions and factors that would be necessary to ensure properly functioning government. This is a speculative essay and not a research paper, so be creative. Your paper will be due on **Wednesday, April 22nd** when your papers are discussed and puzzled together to create a picture of what may be the coming of the Post-Information society.

Case Contributions (2): Students are expected to contribute to the class by presenting a book/article/case from outside of class that is relevant to the week's topic. E-mail me what you plan to do (and the materials if you can) by 10AM on the day of the class session. You should make two class contributions throughout the semester.

Class Participation: Students are expected to attend class and to have completed the reading assignments prior to class. Since it is a seminar course, students are expected to participate actively in class discussions. The instructor would provide a brief introduction to the topic in the beginning of each discussion.

REQUIRED READINGS

Books (available for purchase in the bookstore)

West, Darrell M. (2005). *Digital Government Technology and Public Sector Performance*. NJ: Princeton University Press.

Fukuyama, Francis. (1999). *The Great Disruption: Human Nature and the Reconstitution of Social Order*. New York: Free Press

Barabasi, Albert-László. (2002). *Linked :The New Science of Network*. Cambridge, MA: Perseus Publishing

Luttwak, Edward. (2000). *Turbo Capitalism: Winners and Losers in the Global Economy*. NY: Harper Perennial

These books are available on the Rockefeller Library second floor carrel # 55. Please leave the books on the desk after reviewing them

Online Articles: Many of the articles can be downloaded for free from Brown Library's e-resources. The syllabus indicates which articles are available. We will go over how to retrieve the online articles on the first day of the class.

Course Packet: Course Reading Packet containing articles not available through e-resources is available at Allegra Copy Center located at the corner of Waterman and Thayer Streets.

COURSE SCHEDULE

PART I: EMERGENCE OF THE INFORMATION SOCIETY

Class 1 (1.21): Course Introduction

Course Overview, syllabus, accessing online articles, and requirements

Class 2 (1.28): Agricultural Society, Industrial Society and the Emergence of Information Society

Manuel Castells. *The Information Economy*. (Course Packet)

Malcolm Waters. *Daniel Bell and the Post-Industrial Society*. (Course Packet)

Fukuyama, Chapters 1, 2

Luttwak, Edward. Chapter 2.

Barabasi, Chapters 1-5

Schement & Curtis. *The New Industrial Society*. (Course Packet)

Class 3 (2.4): Characteristics of the Information Society: Relationship among Strangers

Fukuyama, Chapters 6, 7

Luttwak, Edward. Chapter 1. Winners and Losers.

Porat, Marc. The Information Economy: Definition and Measurement. (Course Packet)

Barabasi, Chapters 6, 7, 11-13

Parayil, Govindan (2005). Digital divide and increasing returns: Contradictions of informational capitalism. *The Information Society* 21(1), 41-51. (E-Resources)

Class 4 (2.11): Globalization, Emergence of Brain Nation, Body Nation: a Critical Choice

Fukuyama, Chapters 15, 16

Luttwak, Edward. Chapters 3, 5

Huddleston, Mark. (2000). Onto the Darkling Plain: Globalization and the American Public Service in the Twenty-First Century. *Journal of Public Administration Research and Theory*, 10(4), 665-684. (E-Resources)

W. W. Rostow. Chapter 2 (Course Packet)

Barabasi Chapters 14, 15

Kettl, Donald. (2000). The Transformation of Governance: Globalization, Devolution, and the Role of Government. *Public Administration Review*, 60(6), 2000. (E-Resources)

2.18 Prof. Ahn is Away. No Class

Class 5 (2.25): The Role of Government in the Information Society – Coordinating Stranger Relationship

Fukuyama Chapters 10, 12, 13

Weber, Max. *Bureaucracy* (Course Packet)

Fountain, Chapter 4. (Course Packet)

Dunleavy et al., New Public Management is Dead-Long Live Digital-Era Governance. *Journal of Public Administration Research and Theory* 16(3), 467-494. (E-Resources)

Luttwak, Edward Chapters 7, 8, 13

Class 6 (3.4): The Internet as a Medium of Communication and Interaction

Discuss Student Essay #1

Watch Frontline "Growing Up Online" at <http://www.pbs.org/wgbh/pages/frontline/kidsonline/>

Williams, Alex. "Too Much Information? Ignore It." *New York Times*, November 11 2007.

Fackler, Martin. "In Korea, a Boot Camp Cure for Web Obsession." *New York Times*, November 18 2007.

Lohr, Steve. "Video Road Hogs Stir Fear of Internet Traffic Jam." *New York Times*, March 13 2008.

Schiffman, Leon G., Elaine Sherman, and Mary M. Long. "Toward a Better Understanding of the Interplay of Personal Values and the Internet." *Psychology & Marketing* 20, no. 2 (2003): 169-85. (E-Resource)

Muyllé, Steve, Moenaert, Rudy and Despontin, Marc (1999) 'A grounded theory of World Wide Web search behaviour', *Journal of Marketing Communications*, 5:3, 143 – 155 (E-Resource)

PART II: E-GOVERNMENT

Class 7 (3.11): Theories of E-Government: Building E-Government, PMIS & MIS

West Chapters 1, 2

Roehrig, Stephen. (2003) E-Government: An Overview. In David Garson (Ed.), *Public Information Technology: Policy and Management Issues by David Garson*. (pp. 120-139) Electronically available at Brown's e-library. Search for 'public information technology' on Brown library search to access the material.

Bozeman, Barry and Bretschneider, Stuart. (1986). Public Management Information Systems: Theory and Prescription. *Public Administration Review*, Special Issue: 475-487. (E-Resources)

ICF. Top Seven Intelligent Communities 2008. Available at http://www.intelligentcommunity.org/index.php?src=gendocs&ref=Top7_by_Year&category=Events (click on 'download top seven intelligent communities of 2008' to download the pdf file)

Class 8 (3.18): E-Government Management, Evaluation, and the Productivity Paradox

West 3, 4, 9, Appendix I

West, Darrell M. (2008). Global E-Government Full Report. Electronically available at <http://insidepolitics.org/>

UNPAN, UN Global E-Government Readiness Report 2005. Read Executive Summary, technical note and methodology. Electronically available at <http://www.unpan.org/egovernment5.asp> (This is 270 pages long, do not press print)

Brynjolfsson, E. (1993). The Productivity Paradox of Information Technology. *Communications of the ACM*, 36(12), 66-77. (E-Resources)

Parasuraman, Berry and Zeithaml. (1991). Refinement and Reassessment of the SERVQUAL Scale. *Journal of Retailing* 4(4), pp. 420-450. (E-Resources)

3.25 Spring Recess. No Class

Class 9 (4.1): E-Democracy & Online Citizen Participation

West Chapters 6-8, 10

Arnstein, Sherry R. A Ladder of Citizen Participation. (Course Packet)

Kakabadse, A., Kakabadse, N. K. & Kouzmin, A. (2003). Reinventing the democratic governance project through information technology? A growing agenda for debate. *Public Administration Review*, 63(1), 44-60. (E-Resources)

Thomas, J. C. & Melkers, J. E. (2001). Citizen Contacting of Municipal Officials: Choosing Between Appointed Administrators and Elected Leaders. *Journal of Public Administration Research and Theory* 11(1), 51-71. (E-Resources)

Eran, Vigoda. (2002). From Responsiveness to Collaboration: Governance, Citizens, and the Next Generation of Public Administration. *Public Administration Review* 62(5): 527-540. (E-Resources)

Larsen, Elena & Rainie, Lee. Pew Internet and American Life Project. The Rise of E-Citizen: How People Use Government Agencies' Web Sites. Electronically available at http://www.pewinternet.org/PPF/r/57/report_display.asp

PART III: PUBLIC POLICY IN THE INFORMATION SOCIETY

Class 10 (4.8): Boundary Setting, Market Failure, and Emerging Issues – Privacy, Digital Divide

Weimer and Vinning, Chapters 5. (Course Packet)

Duncan, George & Roehrig, Stephen. Mediating the Tension between Information Privacy and Information Access: The Role of Digital Government. In David Garson (Ed.), *Public Information Technology: Policy and Management Issues by David Garson*. (pp. 94-120) Electronically available at Brown's e-library. Search for 'public information technology' on Brown library search to access the material.

Fox, Susannah. Pew Internet and American Life Project. Digital Divisions: There are clear differences among those with broadband connections, dial-up connections, and no connections at all to the internet. Electronically available at http://www.pewinternet.org/pdfs/PIP_Digital_Divisions_Oct_5_2005.pdf

Class 11 (4.15): Emerging Issues (Cont'd) - Information Security, Copyright

Barabasi. Chapter 9

60 Minutes, Interview with Kevin Mitnick. http://www.youtube.com/watch?v=8_VYWefmy34

Meinel, Carolyn, "How Hackers Break In... and How They are Caught", Scientific American, October 1998, pp. 98-105. (E-Resources)

Heiman, Don, Public-Sector Information Security: A Call to Action for Public-Sector CIOs, IBM Endowment for the Business of Government, July 2002. Electronically available at http://www.businessofgovernment.org/pdfs/Heiman_Report.pdf

Madden, Mary & Lenhart, Amanda. Pew Internet and American Life Project. Music Downloading, File-sharing and Copyright: A Pew Internet Project Data Memo. Electronically available at http://www.pewinternet.org/PPF/r/96/report_display.asp

Princeton University: WebMedia <http://www.princeton.edu/WebMedia/lectures/>
Edward Felten, Princeton University: "Rip, Mix, Burn, Sue: Technology, Politics, and the Fight to Control Digital Media"

Class 12 (4.22): Future of the Information Society and Government – Student Essay Discussions, Delphi Technique

Gordon, T., and O. Helmer. Report on a Long-Range Forecasting Study. The RAND Corporation, p-2982, September 1964. Electronically available at <http://www.rand.org/pubs/papers/P2982/>

Fox, Susannah, Anderson, Janna, and Rainie, Lee. The Future of the Internet: In a survey, technology experts and scholars evaluate where the network is headed in the next ten years. Electronically available at http://www.pewinternet.org/PPF/r/145/report_display.asp

Taplin, Jonathan. The IP TV Revolution. (Course Packet)

Madden, Mary & Fox Susannah. Pew Internet and American Life Project. Riding the Waves of "Web 2.0" Electronically available at http://www.pewinternet.org/pdfs/PIP_Web_2.0.pdf

Princeton University WebMedia <http://www.princeton.edu/WebMedia/lectures/>
Sir Tim Berners-Lee, The real inventor of the World Wide Web: "The Future of the Web." Available at <http://www.princeton.edu/WebMedia/lectures/>

Class 13 (4.29): Last Day of Class. Student E-Government Presentations