San José State University
College of Social Sciences/Department of Anthropology
ANTH 102(1) Silicon Valley Connections (27053), Spring 2020

Course and Contact Information

Instructor:	Chuck Darrah
Office Location:	Clark Hall 463
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Email:	chuck.darrah@sjsu.edu
Office Hours:	MW 0900-1000 & 1330-1400
Class Days/Time:	MW 1500-1615
Classroom:	Washington Square Hall 004
Prerequisites:	Upper division standing and ANTH 011 or instructor consent

Course Description

ANTH 102 Silicon Valley Connections introduces students to Silicon Valley as a region characterized by values and practices, and by the flows of ideas, people, money, and things that pass through it. The course introduces the region and ANALYZES it as a "laboratory" in which "experiments" are being conducted on everyday lives and communities. These experiments have implications beyond the region and the present time: They are as much about the future as today. The class culminates in a synthesis of the experiments and discussion of their implications for skills and knowledge needed to live under changing conditions in the future as well as to contribute to human betterment. This semester's experiments address: (1) the nature of community when housing and mobility are increasingly unaffordable for many people; (2) the implications of conceptualizing "diversity" as an asset in a world where uniformity and homogeneity characterize much public discourse; (3) the effects of continuously incorporating new technologies into daily life; and (4) living in a region where everyday life can stimulate the design of new products and services – and businesses.

Course Learning Outcomes

Students successfully completing this course will:

1. be able to conceptualize social issues and analyze them from the perspectives of different stakeholders;

2. be able to collect, assess, and interpret social science data relevant to regional issues;

3. be able to analyze a region as a social and cultural system that exist in larger domestic and international contexts;

4. be able to formulate problem statements and policy analyses that connect local/regional issues to larger
5. domestic and international ones; and

6. understand some of the critical issues that face this and other regions, and their implications for work, family and civic life.

Required Texts/Readings

Textbooks

Greenfield, Adam (2017). *Radical Technologies: The Design of Everyday Life*. New York: Verso.

Katz, Barry (2015). *Make It New: The History of Silicon Valley Design*. Cambridge, MA: MIT Press.

Manzini, Ezio (2019). *Politics of the Everyday.* New York: Bloomsbury Visual Arts.

Walker, Richard (2018). *Pictures of a Gone City: Tech and the Dark Side of Prosperity in the San Francisco Bay Area*. Oakland: Spectre.

Joint Venture Silicon Valley (2019) "2019 Index". Report can be downloaded at no cost from the Joint Venture Silicon Valley website.

Other Materials

Darrah, Chuck (chapter draft/no date). "Changing Places". In addition, various reports will be required or optional throughout the semester depending on issues that emerge as salient during class discussion. Students will access them at the appropriate organizational websites.

Library Liaison (Optional)

Silke Higgins is our department's library liaison and she can be contacted at silke.higgins@sjsu.edu. She is a graduate of our program and knows the department very well.

Course Requirements and Assignments (Required)

1. Midterm. There is one take-home essay midterm that will cover course readings and lectures (20%).

2. Regional Interview. This assignment allows students to interview a community member about their life in the Silicon Valley region. The goal is to develop a collection of insider perspectives on the region that can be used to inform class discussion. The assignment also develops students' abilities to collect, analyze, and reflect upon data (20%).

3. Resources Scan. This assignment allows students to investigate a facet of a specific "experiment" by systematically collecting different types of data (e.g. text, aggregated, survey, etc.) from various sources (e.g. governmental offices, journals, web sites, etc.). They then synthesize the data so that it provides a basis for their subsequent "experiment"/issue analysis (15%).

4. Issue/Experiment Analysis. Students are required to select an issue within one of the experiments to analyze from the perspectives of multiple stakeholders. They then analyze its the regional and national and/or international policy implications. This assignment develops students' abilities to conceptualize social issues using various data and to analyze them from the perspectives of diverse stakeholders with potentially conflicting agendas (15%).

5. Participation. There will be many class discussions and small group activities that will help you reflect upon Silicon Valley as a site for studying social issues (5%).

6. "Experiment" Scenarios and Presentation (Final Exam). In this final assignment students are asked to provide a thorough synthesis/discussion of the issue – the Silicon Valley experiment – that they have investigated throughout the semester. Potential outcomes and impacts of the experiment for Silicon Valley, the U.S., and globally will be explored, as will be the implications for skills and knowledge. Each student will document the results of their scenarios in a white paper report, PowerPoint, or other visual medium, and also provide an oral summary to the class (25%).

Students must submit all assignment in order to receive a passing grade in the class. If students wish to undertake the final course presentation as a group/team project they should discuss doing so with the instructor.

Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.

Final Examination or Evaluation

In the final assignment students are asked to provide a thorough synthesis/discussion of the issue – the Silicon Valley experiment – that they have investigated throughout the semester. Potential outcomes and impacts of the experiment for Silicon Valley, the U.S., and globally will be explored. Each student will document the results of their scenarios in a white paper report, PowerPoint, or other visual medium, and also provide an oral summary to the class.

Students are asked to provide a thorough synthesis/discussion of the issue – the Silicon Valley experiment – that they have investigated throughout the semester and to develop alternative scenarios for addressing it. Each student will document the results of their scenario in a white paper report, PowerPoint, or other visual medium, and also provide an oral summary to the class.

Grading Information

The instructor will return materials submitted for grade within 10 days. I am happy to discuss student grades during office hours, but I will not do so by phone or email or in class. You will receive detailed feedback on all assignments submitted and you are invited to discuss with the instructor any questions you have about your grade and how we can work together so you learn the most in the class. Along with the feedback you will receive a numerical score on any assignments submitted for grade that corresponds to the following assignment of letter grades. The instructor will assign plus and minus course grades at the end of semester.

All assignments must be completed during the designated period. You may be allowed to make up an exam only if (1) you contact me immediately by phone or email and (2) you can provide a compelling *and documented* excuse for your

absence (e.g. family emergency, sickness, injury, etc. Please remember that it is unfair to both your classmates and the instructor to request exceptions to the official examination dates or other assignment deadlines.

Determination of Grades

Course grades will be assigned as follows:

A plus = 98-100%
A = 94-97%
A minus = 90-93%
B plus = 88-89%
B = 84-87%
B minus = 80-83%
C plus = 78-79%
C = 74-77%
C minus = 70-73%
D plus = 68-69%
D = 64-67%
D minus = 60-63%
F = lower than 60%

Classroom Protocol

(1) Electronics. Cell phones must be turned off during class and inaccessible to students. Laptops may be used for notetaking but remember that research has shown that (1) glowing screens distract other students in class and (2) learning is enhanced by taking manual notes that are rewritten later using with pen and paper or word processor.

(2) Presence and Presenting. Roll will be taken so I can learn names. If you wish to drop the course it is your responsibility to do so. If you vanish during the semester your name will appear on the final grade roster and you will receive a WU grade, which is equivalent to an F. Incompletes are only granted if I have been notified in advance and approved the request. Attendance per se is not graded, but I doubt you will get much out of the course, including a passing grade, if you are frequently absent. You are also expected to be present in the sense of paying attention and treating fellow students and the instructor with respect and civility.

University Policies

Per University Policy S16-9 *(http://www.sjsu.edu/senate/docs/S16-9.pdf)*, relevant information to all courses, such as academic integrity, accommodations, dropping and adding, consent for recording of class, etc. is available on Office of Graduate and Undergraduate Programs' Syllabus Information web page at http://www.sjsu.edu/gup/syllabusinfo/". Make sure to visit this page, review and be familiar with these university policies and resources.

ANTH 102 Silicon Valley Connections, Spring 2020

Course Schedule

Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1	1/27	Course Overview REGIONAL INTERVIEW ASSIGNMENT DISTRIBUTED
1	1/29	Anthropology and Social Science Reading: Darrah "Changing Places"
2	2/3	History of the Region and the Emergence of Silicon Valley Reading: Katz Chs. 1 & 2
2	2/5	Silicon Valley: Being In It or Of It Reading: Walker Introduction and Ch. 1
3	2/10	Economic Regions and the Relational Economy Reading: Walker Ch. 2
3	2/12	Ethnographic Methods: Interviewing, Surveying, Observing Reading: Walker Ch. 3
4	2/17	A Grand Laboratory and its Experiments Reading: Walker Ch. 4 WEBSITE LIST and RESOURCE SCAN ASSIGNMENT DISTRIBUTED
4	2/19	Looking at the Region: Data, Reports, Websites Reading: Walker Ch. 5
5	2/24	Skills and Knowledge Reading: Walker Ch. 6
5	2/26	Future Scenarios Reading: Walker Ch. 7
6	3/2	Experiment #1: Housing, Mobility, and Cost of Living Reading: Walker Ch. 8 REGIONAL INTERVIEW ASSIGNMENT DUE
6	3/4	Experiment #1: Housing, Mobility, and Cost of Living Readings: Walker Ch. 9 & 10
7	3/9	Experiment #1: Housing, Mobility, and Cost of Living Reading: Greenfield Chs. 1 & 2 EXPERIMENT ANALYSIS ASSIGNMENT DISTRIBUTED
7	3/11	Experiment #2: Diversity Reading: Greenfield Chs. 3 & 4
8	3/16	Experiment #2: Diversity Greenfield Chs. 5 & 6 RESOURCE SCAN ASSIGNMENT DUE
8	3/18	Experiment #2: Diversity Reading: Greenfield Chs. 7 & 8

Week	Date	Topics, Readings, Assignments, Deadlines
9	3/23	Experiment #3: Technological Ascendance Reading: Greenfield Chs. 9 & 10
9	3/25	Experiment #3: Technological Ascendance Reading: Katz Ch. 2
10	3/30	NO CLASS: SPRING BREAK
10	4/1	NO CLASS: SPRING BREAK
11	4/6	Experiment #3: Technological Ascendance Reading: Katz Ch. 3 and Manzini Foreword & Preface
11	4/8	Experiment #4: Design and Products Reading: Katz Ch. 4 and Manzini Ch. 1 MIDTERM EXAM DISTRIBUTED
12	4/13	Experiment #4: Design and Products Readings: Katz Ch. 5 and Manzini Ch. 2
12	4/15	Experiment #4: Design and Products Reading: Katz Ch. 6 and Manzini Ch. 3 MIDTERM EXAM DUE
13	4/20	Everyday Politics and Human Betterment Reading: Manzini Chs. 4 & 5 EXPERIMENT ANALYSIS ASSIGNMENT DUE
13	4/22	Policy and Alternative Futures INTERVENTION SCENARIO ASSIGNMENT DISTRIBUTED
14	4/27	Policy and Alternative Futures
14	4/29	Presentation Workshop
15	5/4	Presentation Workshop
15	5/6	Presentations
16	5/11	Presentations
Final Exam	5/20	WSQ 004 from 1215-1430 FUTURE SKILLS BRAINSTORM INTERVENTION SCENARIO WRITE-UPS DUE BY 1430