

# Research and Reading on Women Working in Political Technology

MEJO 490

Wednesdays, 8:00-10:00am and TBD research responsibilities

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**Hours:** Mondays, 12:15pm-1:15pm  
and by appointment

## Course Goals

This class will offer students an in-depth look at the employment patterns and work experiences of women working in political technology in the United States. Political technology lies at the intersection of two historically male fields – politics and technology – and it has grown significantly in electoral importance over the past decade. Campaigns have increasingly organized dedicated divisions for technology, digital media, data, and analytics operations, and have turned to a growing field of specialized political practitioners and the tech industry itself to staff them. Students in this class will conduct analyses on a unique dataset of 995 staffers working in the areas of technology, digital media, data, and analytics on primary and general election presidential campaigns during the 2004, 2008, 2012, and 2016 election cycles; conduct additional interviews with women who worked in political technology on presidential campaigns; and, encounter readings and conduct literature reviews on women in the workplace. The assignments in this course will lead to a book manuscript.

## Readings

Abbate, J. (2012) *Recoding gender: Women's changing participation in computing*. MIT Press.

Chang, E. (2018). *Brotopia: Breaking Up the Boys Club of Silicon Valley*. Penguin: New York.

Dittmar, K.E. (2015). *Navigating gendered terrain: Stereotypes and strategy in political campaigns*. Temple University Press.

Hicks, M. (2017). *Programmed inequality: How Britain discarded women technologists and lost its edge in computing*. MIT Press.

## Grades

You are assigned letter grades for assignments and your contributions to the final book manuscript.

### *Grading Percentages*

Assignments: 80%

Contributions to the Final Manuscript: 20%

A	4
A-	3.7
B+	3.3
B	3
B-	2.7
C+	2.3
C	2
C-	1.7
D	1

3.833-4	A
3.832-3.500	A-
3.499-3.167	B+
3.166-2.834	B
2.833-2.501	B-
2.5-2.167	C+
2.166-1.834	C
1.833-1.500	C-
1.499-1.166	D+
1.165-0.832	D
0.831-0.0	F

## Course Requirements

### Assignments

The core of this class will be work on various assignments related to the book manuscript. We will discuss these in greater detail during the first meeting of the semester, but they fall into four categories:

*Data analysis:* You will be responsible for working on cleaning, coding, and analyzing data related to the dataset on women's hiring in political technology and their careers.

*Interview data and analysis:* You will be responsible for conducting additional interviews with women in our dataset as well as analyzing that data.

*Chapter Drafts:* You will be responsible for writing chapters, or portions of chapters, for the final manuscript.

*Literature Reviews:* You will be responsible for conducting targeted literature reviews on themes contained in the book.

We will use our in-class time each week to discuss your progress on the assignments, address

any issues that may arise, and discuss readings from your literature reviews.

### **Contributions to the Final Manuscript**

This will include copyediting, formatting, data visualization, constructing the bibliography, and indexing the final manuscript.

### **Special Accommodations:**

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Accessibility Services website at <https://accessibility.unc.edu/>

### **Honor Code:**

I expect that each student will conduct himself or herself within the guidelines of the University honor system (<http://honor.unc.edu>). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean Charlie Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

### **Seeking Help:**

If you need individual assistance, it's your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

### **Diversity and Inclusion:**

The School of Media and Journalism adopted [diversity and inclusion mission and vision statements](#) in spring 2016 with accompanying goals. It complements the University policy on [Prohibiting Harassment and Discrimination](#). In summary, UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

**Harassment:** UNC does not tolerate harassment based on gender, race, religion, sexual orientation, culture, disability, or for any other reason. It is also a violation of the Honor Code and Title VII of the Civil Rights Act (1964) and Title IX of the Educational Amendments. If you need assistance with a harassment issue or problem, bring it to my attention or The Office of the Dean of Students, [dos@unc.edu](mailto:dos@unc.edu) or 919/966-4042.

### **Course Schedule**

**Week One: January 16th**

Overview of semester and book manuscript timeline.

Division of assignments

**Week Two: January 23<sup>rd</sup>**

Data analysis, interviews, and literature reviews in progress

**Week Three: January 30<sup>th</sup>**

Data analysis, interviews, and literature reviews in progress

**Week Four: February 6<sup>th</sup>**

Data analysis, interviews, and literature reviews in progress

**Week Five: February 13<sup>th</sup>**

Data analysis, interviews, and literature reviews in progress

*Chapter Drafts Due*

**Week Six: February 20<sup>th</sup>**

*Feedback provided on Chapter drafts*

**Week Seven: February 27<sup>th</sup>**

Data analysis, interviews, and literature reviews in progress

**Week Eight: March 6<sup>th</sup>**

Data analysis, interviews, and literature reviews in progress

**Week Nine: Spring Break**

**Week Ten: March 20<sup>th</sup>**

*Chapter Draft Revisions Due*

**Week Eleven: March 27<sup>th</sup>**

Division of assignments for preparation of final manuscript

**Week Twelve: April 3<sup>rd</sup>**

Manuscript preparation portions due

**Week Thirteen: April 10<sup>th</sup>**

Manuscript preparation portions due

**Week Fourteen: April 17<sup>th</sup>**

Manuscript preparation portions due

**Week Fifteen: April 24<sup>th</sup>**

Final book preparation

**Final Examination**

**TUESDAY, APRIL 30<sup>TH</sup> 12:00PM-3:00PM**