



## COURSE SYLLABUS

2019/2020 Academic Year

### GENERAL COURSE INFORMATION

1.1. Course Name	Digital Society Sociology								
1.2. Study Programme	Communication Management undergraduate professional study programme								
1.3. Course Short Name	SOCDD	1.7. Year of Study	Second, Third						
1.4. Course Code	CM19146	1.8. Semester	Fourth, Sixth/ Summer						
1.5. Course Status	Elective	1.9. ECTS	4						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Course Structure</th> <th>Hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>15</td> </tr> <tr> <td>Exercises</td> <td>15</td> </tr> </tbody> </table>	Course Structure	Hours	Lectures	15	Exercises	15	1.10. Class Venue and Schedule	Bernays – According to published schedule
Course Structure	Hours								
Lectures	15								
Exercises	15								

### 2. TEACHING STAFF

2.1. Lecturer in Charge	Vanesa Benković	2.6. Course Associates
2.2. Academic Rank	PhD	2.7. Academic Rank
2.3. Teaching Rank	Research associate	2.8. Teaching Rank
2.4. Contact e-mail	vanesa.benkovic@bernays.hr	2.9. Contact e-mail
2.5. Consultations	According to e-mail appointment	2.10. Consultations

### 3. COURSE DESCRIPTION

3.1. Course Objectives	The objective of the course is to introduce students to the sociological analysis of the digital society through selected areas of modern culture, communication, entertainment, health and political activism in the context of an existing sociological theoretical framework. Similarly, one of the objectives of the course is to familiarise students with the critical approach and complex ways in which digital technology shapes society, institutions, and culture. Students will be critically and analytically engaged through interesting literature articles to develop certain skills and an analytical way of thinking and questioning of modern phenomena and the phenomenon of the digital society (selfie, Instagram, Big Data, sharing of personal content, activism, fake news, etc.) from a sociological standpoint.
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3.2. Enrolment Criteria	There are no requirements for enrolment.						
3.3. Learning Outcomes	<p>LO1: Explain the framework and key areas of sociology.</p> <p>LO2: Analyse digital society and the impact of technology on society.</p> <p>LO3: Analyse the key challenges of digital society through the sociological framework.</p> <p>LO4: Display and interpret a selected phenomenon that discusses the impact of technology on society.</p>						
3.4. Course Content	<ol style="list-style-type: none"> <li>1. Introduction – introducing students to the course content and student obligations</li> <li>2. A brief introduction to sociology and context</li> <li>3. What sociology of the digital society consists of</li> <li>4. The social conditions that enabled the growth of technology and the expansion of its power</li> <li>5. Sociology of digital communication – iPod zombies or connected and functional society of young people?</li> <li>6. The society of superficiality and scrolling – cemetery of the 2nd page of Google</li> <li>7. Lost in the analysis of social media and (what is) Big Data</li> <li>8. Cultural production and content sharing</li> <li>9. Social capital through social networks</li> <li>10. The paradox of choice – to choose the right (person, dress, college, doctor, gym)</li> <li>11. Selfie – (why we selfie?) and everything connected to it: Objectification of women and girls through social media</li> <li>12. Symbolism – “meme” as a form of communication and the significance of its success</li> <li>13. Symbolic interactionism – (only) perception and shaping of society – influencers, Instagram, (political) activism, fake news, and digital society</li> <li>14. Exercises</li> <li>15. Project – writing reviews on a selected phenomenon</li> </ol>						
3.5. Types of Class Activities	X Lectures	X Exercises	Field Trips	X Multimedia and Network	Mentored Paper		
3.6. Course Language	Croatian Language						
3.7. Student Obligations	Regular class attendance and participation in class discussions. Participation in class exercises and creating a project.						
3.8. Monitoring Student Work and ECTS	1 Class Attendance	Written Exam	Seminar Paper	Preliminary Exam(s)	3 Project		
	Activities in Class	Oral Exam	Research	Essay	Misc.		



### 3.9. Grading Students during Class and Final Exam

Grade Type	Points
1. Class Attendance	5
2. Exercises	30
3. Project – writing review on a specific phenomenon	65
<b>Total Points</b>	<b>100</b>

### 3.10. Obligatory Literature

1. Deborah Lupton: *Digital Sociology*, Routledge; 1 edition (December 8, 2014)

### 3.11. Supplementary Literature

1. Boyd D and Crawford K (2012). *Critical Questions for Big Data*. Information Communication & Society 15(5): 662–79.  
2. Kish L and Topol E (2015). *Unpatients – why patients should own their medical data*. Nature Biotechnology 33(9): 921-924.  
3. Taylor L (2017). *What is data justice?* Big Data & Society 4(2): 1-14  
4. Van Dijck J, Poell T and de Waal M (2018). *The Platform Society: Public Values in a Connective World*. Oxford: Oxford University Press.  
<https://www.thoughtco.com/insights-on-love-and-marriage-3026204>  
<https://www.thoughtco.com/sociology-of-selfies-3026091>  
<https://www.thoughtco.com/symbolic-interaction-theory-p2-3026645>  
<https://www.thoughtco.com/science-of-memes-4147457>

### 3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires