DEGREE PROGRAM IN TECNOLOGIE E LINGUAGGI DELLA COMUNICAZIONE - TECHNOLOGIES AND LANGUAGES OF COMMUNICATIONS (LM-59) CURRICULUM IN INTERACTION DESIGN

A.Y. 2023/2024

Course Network society
SDS SPS/08
ETCS 6
Course modules (if any) None
Year I year
Semester I semester
Professor(s) Lorenza Parisi
e-mail l.parisi@unilink.it
Office hour At the end of the lesson or by appointment agreed by e-mail.

LEARNING OUTCOMES

The course provides students with a number of theoretical approaches to critically assess the platform society. Special emphasis will be placed on the specific cultural, political, economic, and social issues raised by social media and apps usage.

1. **KNOWLEDGE AND UNDERSTANDING SKILLS:** students will be able to understand the specialized vocabulary that characterizes the network society.
2. **APPLIED KNOWLEDGE AND UNDERSTANDING SKILLS:** students will be able to analyze the users' needs and concerns related to the use of platforms that characterize the network society.
3. **AUTONOMY JUDGMENT:** students will be able to independently make critical readings of the main trends that characterize contemporary society in relation to the use of digital media.
4. **COMMUNICATION SKILLS:** students will be able to apply specialized terminology during the debates emerging during lessons.

DETAILED PROGRAM

Identity management and self presentation on SNS; The network society; Digital algorithms and the filter bubble; Advertising online; The platform society; Digital media and political participation; Sharing economy and digital labour; Location-based algorithms: a critical analysis.

RECOMMENDED PRE-REQUISITES (IF ANY)

None

TEACHING METHODOLOGIES

The educational activities will be carried out through lectures and practical learning.

FINAL EXAMINATION METHODOLOGIES

The examination will be conducted in oral mode. Textbooks and slides are required materials.

The exam will assess: 1. Understanding of the fundamental characteristics of the network society; 2. Ability to critically debate topics studied.

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The oral examination will also assess independent analytical skills and the ability to apply acquired knowledge to issues affecting the network society.

EVALUATION CRITERIA

At the end of the course, the following skills of the student will be evaluated:
1. **KNOWLEDGE AND UNDERSTANDING SKILLS:** the final exam will assess the student's acquisition of the specialized vocabulary characterizing the network society; the assessment will be based also during class participation.
2. **APPLIED KNOWLEDGE AND UNDERSTANDING SKILLS**: the final exam will assess the ability to analyze the users' needs and concerns related to the use of platforms in network society.
3. **AUTONOMY JUDGMENT:** during the course student's ability to independently make critical readings of major trends in today's digital society will be assessed.
4. **COMMUNICATION SKILLS:** lesson debates and the final exam will assess the ability to effectively expound the topics studied.

FINAL GRADING INFORMATION AND CRITERIA

The final grade (expressed in thirtieths) will be awarded according to the following criteria:

Score	Description
< 18 not sufficient	Fragmentary and superficial knowledge of contents, errors in applying concepts, insufficient exposure.
18-21	Acquisition of skills sufficient; application of knowledge sufficient; minimal autonomy in relating the various topics covered; property of language not completely adequate.
22-24	Acquisition of skills good; application of knowledge good; need for support in relating the different topics covered; language property adequate.
25-27	Acquisition of skills more than good; application of knowledge good; autonomy in relating the different topics covered; language property good.
28-30	Acquisition of skills very good/excellent; application of knowledge very good/excellent; complete autonomy in relating the different topics covered; language property very good/excellent.

COURSE MATERIAL

- 6 readings (scientific papers);
- J. van Dijck, T. Poell, M. de Waal (2018), *The Platform Society: Public Values in a Connective World*, Oxford University Press (chapters 1, 2, a chapter selected by the student, and Epilogue).

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- Slides, documentaries, videos and episodes of TV series viewed online are an integral part of the examination program.

OTHER ADVICES

Students belonging to the 'part-time/workers' category or being unable to take part in the lessons are suggested to directly contact the professor in order to analyze, together, specific training needs.