ACADEMIC PROGRAM

DIGITAL SOCIETY

B.F.A. IN **COMPUTER SCIENCE**

MODALITY: ON CAMPUS

ACADEMIC YEAR: 2022-2023

Name of the course:	Digital Society
Degree :	Computer Science
Location:	Centro Universitario de Tecnología y Arte Digital
Area:	Multidisciplinary Fundamentals
Year:	1º
Teaching period:	2
Type:	OB
ECTS credits:	3
Teaching modality:	On campus
Language:	English
Lecturer / Email	Susana Rodríguez / susana.rodriguez@u-tad.com
Web page:	http://www.u-tad.com/

SUBJECT DESCRIPTION

Area description

This area refers to the study and practice of the set of communication techniques and skills. In the subjects that belong to this area, content related to philosophical foundations, knowledge of the environment, the philosophy of innovation, business ethics, design and social responsibility, sociology of communication, etc. will be covered in relation to the humanist and generalist orientation of the degree. In addition, the relationship of this knowledge with artistic development will be addressed.

Subject description

This subject refers to the study of technological implications in society, the fundamental role that software engineering and its advances play in citizens. In this subject, the student will learn about the key trends that emerge in the daily lives of citizens, knowledge of all the technologies that during their career they will deepen and where they will learn to develop.

Digital society is a subject that aims to provide students with a broad perspective that allows them to identify, understand and explain the social changes produced as a result of the introduction of information and communication technologies based on microelectronics.

Throughout the subject's syllabus, a tour is made of the new social and economic configurations that have been developing since the end of the 20th century, taking into account aspects such as the emergence of the

so-called "digital divide", the growing importance of correct management of data and the protection of personal privacy, new educational trends, the possibilities for more active citizen participation, as well as the social impact of the latest technological trends.

COMPETENCIES AND LEARNING OUTCOMES

Competencies

BASIC AND GENERAL SKILLS

GC10 Be able to work in an international context, as well as in diverse and multicultural environments.

GC11 Manage basic skills for interpersonal relations.

GC12 Express a critical and self-critical sense and the ability to analyze in order to evaluate different alternatives.

GC13 Valuing an ethical sense at work.

GC14 Knowing how to work in a team in multidisciplinary environments.

GC15 Being able to organize and plan.

GC16 - Be able to express oneself correctly in oral and written form.

GC18 - Managing information appropriately.

GC19 - Knowing how to make decisions and solve problems in the professional field.

CB1 That students have demonstrated knowledge and understanding in an area of study that starts from the basis of general secondary education, and is usually at a level that, although it is supported by advanced textbooks, also includes some aspects that involve knowledge from the forefront of their field of study.

CB2 Students are able to apply their knowledge to their work or vocation in a professional manner and possess the competences usually demonstrated through the development and defense of arguments and problem solving within their field of study.

CB3 That students have the ability to gather and interpret relevant data (usually within their area of study) in order to make judgements that include reflection on relevant social, scientific or ethical issues.

CB4 Students are able to convey information, ideas, problems and solutions to both specialist and non-specialist audiences.

CB5 That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

TRASVERSAL SKILLS

CT1 Deploy their knowledge, activities and values in cultural, sporting and social environments.

CT2 Show interest in acts of cooperation and civic solidarity.

SPECIFIC SKILLS

SC16 Understand the processes of the elements involved in an interactive artistic production

SC22 Understanding and communicating clearly and effectively the guidelines for the development of a project.

SC26 Understanding and knowing how to thematize the relationships between Technology - Society - Culture, in relation to the design of interactive products.

SC27 Recognizing the philosophical, social and political implications of technological designs and innovations.

SC28 Detecting the implications on ethical and legal limits of technological innovations.

Learning outcomes

Upon completion of the degree, the graduate will be able to:

- Use creative thinking techniques in the professional environment

- Propose ideas that can be transformed into designs and developments

- Analyze critically proposals related to software development

- Understand the historical environment of the current digital industry and the changes produced in society due to the inclusion of new digital media.

- To know the variety of company incorporation articles under the Spanish Law.

- To design the structure of the company with the aim of maximizing the contribution of the team.

- Relate intellectual property legislation to different scenarios (national, European and international).

- Identify the sources of relevant economic information and their content.

- Know different marketing techniques and their implications on the development of a digital entertainment product.

- Reflect on the ethical and legal limits of technological innovations.

- To interpret relevant economic, political and cultural data in the design of software design.

- To understand project management paradigms: waterfall and Agile

- To be able to sketch a project schedule and follow it using Gantt and PERT charts

- To know the principles of end user psychology

- To be able to design wireframes

- To develop a user-driven application

- To understand the function of color and shape in the development of interactive applications.

CONTENTS

Fundamentals of Sociology

The digital divide

Social networks and their impact

Sociology of communication and technology

Chances for the Society

SUBJECT SYLLABUS

Topic 1: Introduction to Sociology and the Information Society

1.1. Basic theories and research methodologies in Sociology.

1.2. The information society and digital media. The network society.

1.3. Social networks as a connection.

1.4. Personal privacy and Big Data. Economy of attention.

Topic 2: Communication and technology

2.1. History of communication.

2.2. Democracy and citizen participation.

23. Impact of technology on society. Technological trends l.

Topic 3: Accessibility and digital world

3.1. Digital natives and migrants.

3.2. The digital divide and its social impact.

3.3. The new education.

3.4. Accessibility and disability.

TRAINING ACTIVITIES AND TEACHING METHODOLOGIES

TRAINING ACTIVITIES

LEARNING ACTIVITIES	Total hours	Hours of presence
Theoretical / Expository classes	15,43	15,43
Practical classes	10,57	10,57
Tutorials	2,00	2,00
Independent study and autonomous work of the student	20,57	0,00
Elaboration of work (group or individual)	21,43	0,00
Evaluation Activities	5,00	5,00

TOTAL	75	33

Teaching methodologies

Expository method or master lesson

Case learning

Learning based on problem solving

Cooperative or collaborative learning

inquiry learning

Flipped classroom methodology

Gamification

Just in time Teaching (JITT) or classroom on time

Expository method or master lesson

Case method

Learning based on problem solving

Cooperative or collaborative learning

inquiry learning

Flipped classroom methodology

Gamification

TEMPORAL DEVELOPMENT

DIDACTIC UNITS / TOPICS TIME PERIOD

Topic 1: Introduction to Sociology and Information Society

Weeks 1-2-3-4-5

Topic 2: Communication and technology Weeks 6-7-8-9-10

Topic 3: Accessibility and digital world Weeks 11-12-13-14-15

EVALUATION SYSTEM

ASSESSMENT SYSTEM	MINIMUM SCORE RESPECT TO THE FINAL ASSESSMENT (%)	MAXIMUM SCORE RESPECT TO THE FINAL ASSESSMENT (%)
Assessment of participation in class, exercises or projects of the course	10	30
Assessment of assignments, projects, reports, memos	10	60
Objective test	30	80

GRADING CRITERIA

ASSESSMENT SYSTEM	ORDINARY EVALUATION	EXTRAORDINARY EVALUATION
Assessment of participation in class, exercises or projects of the course	20	20
Assessment of assignments, projects, reports, memos	40	40
Objective test	40	40

General comments on the evaluations/assessments

Ordinary call

– The student must submit and approve the group work with a grade of five out of ten. It will count 20% of the final grade.

– The student must submit and approve the individual assignments with a grade of five out of ten. It will count 20% of the final grade.

– The student must pass the mandatory final exam with a grade of five out of ten. It will count 40% of the final grade.

– To pass the subject, all parts must have a grade higher than 5 out of 10.

Extraordinary call

– Deliver and approve the group work with a grade of five out of ten. It will count 20% of the final grade.

– Deliver and approve the proposed individual works with a grade of five out of ten. It will count 20% of the final grade.

– Take and pass the final exam with a grade of five out of ten. It will count 40% of the final grade

– To pass the subject, all parts must have a grade higher than 5 out of 10.

– Those practices or exams approved in the ordinary call will be maintained until the extraordinary call.

– The grade for the evaluation of class participation, which constitutes 20%, will be kept in the extraordinary call.

– Any detection of plagiarism, copying or use of bad practices (such as the use of AIs) in a work or exam will imply failure with a zero, reporting to the faculty and academic coordinator and the application of current regulations, which It can lead to very serious penalties for the student.

– The use of Smartwatches or mobile phones is not allowed during the exams. These devices will have to be stored and out of sight of the student during the exam.

– The use of mobile phones is not allowed during classes.

LIST OF REFERENCES (BOOKS, PUBLICATIONS, WEBSITES):

Basic bibliography:

Bauman, Z. (2009): Does ethics have a chance in a world of consumers? Harvard University Press.

Castells, M. (2005): The Network Society: A Cross-Cultural Perspective. Edward Elgar Publishing Ltd.

Castells, M (2009): The Rise of the Network Society: The Information Age: Economy, Society and Culture, vol. 1. Oxford: Wiley-Blackwell.

Giddens, A. (2013): Sociology (Seventh Edition). Cambridge, Policy Network.

Recommended bibliography:

Abt, C. (1970): Serious Games. Ed. Viking Press.

Bauman, Z. (2000): Liquid modernity. Polity Press.

Bauman, Z. (2005): Liquid life. Polity Press.

Boden, M. (2016): AI: Its Nature and Future. Oxford University Press.

Botsman, R. (2017): Who can you trust? How Technology Brought Us Together and Why It Might Drive Us Apart. Public Affairs.

Byung-Chul Han (2022): Infocracy: Digitalization and the Crisis of Democracy. Polity Press.

Byung-Chul Han (2020): The disappearence of rituals: a Topology of the Present. Polity Press.

Christakis, N.A. y Fowler, J.H (2011): Connected: The Surprising Power of Our Social Networks and How They Shape Our Lives. Little, Brown and Company.

Edery, D. y Mollick, E. (2009): Changing the game: how videogames are transforming the future of business. Ed. FT Press.

Gee, J.P. (2004): What video games have to teach us about learning and literacy. Palgrave Macmillan.

Gros, B. (2007): “Digital Games in Education: the Design of Games-Based Learning Environments”. Journal of Research on Technology in Education, 40 (1), 23-28.

Hesmondhalgh, D. (2018): The Cultural Industries. Sage Publications.

Hine, C. (2000): Virtual Ethnograhy. Sage Publications.

Hughes, J.A. & Sharrock, W.W. (2007), Theory and Methods in Sociology: An Introduction to Sociological Thinking and Practice. Red Globe Press.

Levitt, S.D. y Dubner, S.J. (2005): Freakonomics. William Morrow & Co.

Mayfield, R. (Ed.) (2018): Media and culture: Communication in the 21st Century. Willford Press.

REQUIRED MATERIALS, SOFTWARE AND TOOLS

Type of classroom
Theory classroom

Board and projection system

Materials:
A computer with Windows

Software:
-