

**Network Society**

Code: 104723  
ECTS Credits: 6

Degree	Type	Year	Semester
2503873 Interactive Communication	FB	2	1

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

**Contact**

Name: Núria Simelio Solà  
Email: Nuria.Simelio.Sola@uab.cat

**Use of Languages**

Principal working language: catalan (cat)  
Some groups entirely in English: No  
Some groups entirely in Catalan: Yes  
Some groups entirely in Spanish: No

**Teachers**

Cristina Pulido Rodriguez  
Núria Simelio Solà

**Prerequisites**

There is not any precondition

**Objectives and Contextualisation**

1. To know the foundations of the network society and its challenges.
2. To analyse the impact of social interactions on the development of technologies and vice versa.
3. To deepen in the theories about the network society and its implications in communication, economy and society.
4. To reflect on the link between the theory of the network society and professional practice.

**Competences**

- Manage time efficiently and plan for short-, medium- and long-term tasks.
- Search for, select and rank any type of source and document that is useful for creating messages, academic papers, presentations, etc.
- Students must be capable of applying their knowledge to their work or vocation in a professional way and they should have building arguments and problem resolution skills within their area of study.
- Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.

## Learning Outcomes

1. Cross-check information to establish its veracity, using evaluation criteria.
2. Discuss data from social behaviours in the interconnected society.
3. Distinguish the salient features in all types of documents within the subject.
4. Plan and conduct academic studies in the field of the network society.
5. Present a summary of the studies made, orally and in writing.
6. Submit course assignments on time, showing the individual and/or group planning involved.

## Content

1. Network Society: origin and development.
2. Study, analysis and theory of complex systems applied to society: social networks.
3. The relationship between social interactions and technology.
4. Current challenges of the network society and impact on the profession.

\*\*\* The gender perspective will be included as a transversal element in the contents of the course.

## Methodology

The subject maintains a balance between the theoretical part (theoretical sessions, debates) and the practical application (applying the theoretical concepts in the analysis of the professional practice through the realization of exercises and the course project).

The detailed calendar with the content of the different sessions will be displayed on the day of the presentation of the course. It will also be posted on the Virtual Campus where students will find a detailed description of the exercises and practices, the various teaching materials and any information necessary for the proper monitoring of the subject. In the event of a change in teaching methods for health reasons, the teaching staff will inform students of the changes that will take place in the course programme and in the teaching methodologies.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Practical sessions	30	1.2	1, 3, 2, 5, 4, 6
Theoretical lessons	33	1.32	3, 2, 5
Type: Supervised			
Projects tutoring	9	0.36	4, 6
Type: Autonomous			
Study and activities	20	0.8	3, 4, 6

## Assessment

The evaluation activities consists:

Exam: theoretical content with 30% of the final grade

Project and oral presentation: group coursework with 35% of the final grade

Internship: completion of three internships with 35% of the final mark

Students will be entitled to make up the course if they have been assessed on all the activities, the weight of which is equivalent to a minimum of 2/3 of the total grade of the course.

The activities that are excluded from the revaluation process are the project and oral presentation (35%).

The proposed teaching methodology and assessment may undergo some modification depending on the restrictions on attendance imposed by the health authorities.

The student who carries out any irregularity (copying, plagiarism, impersonation,...) will be marked with 0 for this evaluation. In case of several irregularities, the final grade of the course will be 0.

In the case of a second enrolment, students can do a single synthesis exam. The grading of the subject will correspond to the grade of the synthesis exam.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	30	3	0.12	1, 2, 5
Practices	35	20	0.8	1, 5, 4, 6
Project and oral presentation	35	35	1.4	1, 3, 2, 5, 4, 6

## Bibliography

The basic reference list is:

CASTELLS, MANUEL. (2006). *La sociedad red: una visión global*. Madrid: Alianza

CASTELLS, MANUEL. (2013). *Comunicación y poder*. Siglo XXI Editores México.

LIEVROUW, LEAH. & LOADER BRIAN. (Eds.). (2019). *Routledge Handbook of Digital Media and Communication in Society*. Routledge.

PEREZ-TORNERO, JOSE MANUEL. (2020). *La gran mediatización I: El tsunami mediático que expropia nuestras vidas. Del confinamiento digital a la sociedad de la distancia*. Barcelona, UOC Press.

ROHLINGER, DEANA. (2019). *New media and Society*. New York: New York University Press-

SILVERSTONE, ROGER. (2013). *Media and morality: On the rise of the mediapolis*. John Wiley & Sons.

\*\*\*\*Specific references will be provided during the course

## Software

No specific software is required for this subject.

