UAB
Universitat Autònoma de Barcelona

Network Society

Code: 104723
ECTS Credits: 6

2025/2026

Degree	Type	Year
Interactive Communication	FB	2

Contact

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Teachers

Cristina Pulido Rodriguez

Teaching groups languages

You can view this information at the of this document.

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

- Act with ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
- Act within one's own area of knowledge, evaluating sex/gender-based inequalities.
- Distinguish between and apply the principal theories, conceptual frameworks and approaches regulating interactive communication.

- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- 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.
- Take account of social, economic and environmental impacts when operating within one's own area of knowledge.

Learning Outcomes

1. Communicate using language that is not sexist or discriminatory.
2. Cross-check information to establish its veracity, using evaluation criteria.
3. Discuss data from social behaviours in the interconnected society.
4. Distinguish the salient features in all types of documents within the subject.
5. Identify situations in which a change or improvement is needed.
6. Identify the social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
7. Master basic theoretical concepts of communication in new media and its distinguishing features.
8. Plan and conduct academic studies in the field of audiovisual and multimedia languages.
9. Plan and conduct academic studies in the field of the network society.
10. Propose new methods or well-founded alternative solutions.
11. Propose projects and actions that are in accordance with the principles of ethical responsibility and respect for fundamental rights and obligations, diversity and democratic values.
12. Propose projects and actions that incorporate the gender perspective.
13. Propose viable projects and actions to boost social, economic and environmental benefits.
14. Recognise and differentiate between theories on audiovisual and multimedia languages as a mode of expression.
15. 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 course content will be sensitive to issues related to gender perspective and the use of inclusive language.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Practical sessions	30	1.2	2, 4, 3, 9, 15

	33	1.32	4, 3, 7
Theoretical lessons	33	1.32	4, 3, 7
Type: Supervised			
Projects tutoring	9	0.36	9, 15
Type: Autonomous			
Study and activities	20	0.8	4, 9, 15

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.

A detailed schedule outlining the content of each session will be presented on the first day of the course and will be available on the course's Virtual Campus, where students will f ind all teaching materials and necessary information for eAective course monitoring. Should the teaching modality change for reasons of force majeure according to the competent authorities, the teaching staA will inform students of any modifications to the course schedule and 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.

Assessment

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	35%	3	0.12	2, 3, 7, 6
Practices	35%	20	0.8	1, 2, 4, 6, 5, 9, 15, 14
Project and oral presentation	40%	35	1.4	1, 2, 4, 3, 9, 8, 15, 10, 11, 12, 13

The evaluation activities consists:

Exam: theoretical content with 35% of the final grade

Project and oral presentation: group coursework with 40% 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 (40%).

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

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.

In the event that the student performs any irregularity that may lead to a significant variation of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that could be instructed. In the event, that several irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0.

Single evaluation modality

The student who wants to take advantage of this modality must comply with the normative criteria indicated by this modality and make the formal request as marked in the faculty. In the event that your case is accepted, all evaluation activities will be delivered on the day of the exam, the evaluation activities will be:

Exam (40%)

Conducting 4 case studies (40%)

An exercise of critical analysis of two scientific articles (20%)

The guidelines of the evaluation activities will be delivered to the student once his case has been resolved as optimal to raelizar single evaluation.

With regard to the reevaluation, the same criteria will be applied as in the continuous modality.

For this course, the use of Artificial Intelligence (AI) technologies is permitted exclusively for tasks that support text editing or other formats, such as information searching. Students must clearly identify which parts have been generated using this technology, specify the tools used, and include a critical reflection on how these tools have influenced both the process and the final result of the activity. A lack of transparency in the use of AI in this graded activity will be considered academic dishonesty and may result in a partial or total penalty in the grade for the activity, or more severe sanctions in serious case

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.

Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this link. To consult the language you will need to enter the CODE of the subject.

Name	Group	Language	Semester	Turn
(SEM) Seminars	61	Catalan	first semester	afternoon
(SEM) Seminars	62	Catalan	first semester	afternoon
(TE) Theory	6	Catalan	first semester	afternoon