

| Degree programme          | Type | Course |
|---------------------------|------|--------|
| Interactive Communication | FB   | 1      |

## Contact lecturer

Name : Emilio Fernandez Peña

Email : emilio.fernandez@uab.cat

## Prerequisites

There is not prerequisites

## Group languages

You can consult this information at the [end](#) of the document.

## Objectives

As a general objective, students will learn to think about interactive communication. Interactive communication is understood as that of the technical devices and programs that are used to communicate the so-called internet protocol. It also includes video games, virtual reality and big data. At the same time, the subject has the following secondary objectives:

- a) Know the culture of the internet, computing and social networks. This objective is assessed in the theory exam and the essay.
- b) Learn its origins, its historical evolution and its influences on people's lives. This objective is assessed in the theory exam
- c) To deepen in those aspects of interactive communication that go beyond their appearances. This objective is assessed in the seminars and theory exam

## Learning outcomes

- CM01 (Introduce the most significant theories of the discipline and the historical and structural foundations of interactive communication in any of its manifestations, and assess the impact of stereotypes and gender roles.) Introduce the most significant theories of the discipline and the historical and structural foundations of interactive communication in any of its manifestations, and assess the impact of stereotypes and gender roles.
- CM03 (Autonomously create and develop interactive communication projects.) Autonomously create and develop interactive communication projects.
- CM04 (Work as a team in the processes of conceptualising, materialising and implementing proposals for content, products, applications and interactive services within the framework of a professional practice sensitive to society's problems and challenges.) Work as a team in the processes of conceptualising, materialising and implementing proposals for content, products, applications and interactive services within the framework of a professional practice sensitive to society's problems and challenges.
- KM01 (Identify the foundations of the theories and history of interactive communication and the network society and their implications for communication, the economy and society.) Identify the foundations of the theories and history of interactive communication and the network society and their implications for

- communication, the economy and society.
- SM01 (Determine what is substantial and relevant in papers on the theory, history and structure of interactive communication and the network society.) Determine what is substantial and relevant in papers on the theory, history and structure of interactive communication and the network society.
  - SM03 (Communicate information and ideas appropriately and correctly in standard Catalan, Spanish and English, as well as when developing and defending arguments related to communication history, theories and structure.) Communicate information and ideas appropriately and correctly in standard Catalan, Spanish and English, as well as when developing and defending arguments related to communication history, theories and structure.

## Contents

1. Interactive communication: a definition
2. The origins of interactive communication
3. Internet
4. The birth of the World Wide Web
5. Internet Communication Processes
6. Hackers' Culture
7. The social Internet
8. Apple: a holistic vision
9. Big Data, privacy and application
10. A critical approach to artificial intelligence

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, teaching materials, and any necessary information for the proper follow-up of the subject. In case of a change of teaching modality for health reasons, teachers will make readjustments in the schedule and methodologies.

## Learning activities and methodology

| Title    | Hours | ECTS | Learning outcomes |
|----------|-------|------|-------------------|
| Tutorial | 2     | 0.08 |                   |
| Essay    | 92.5  | 3.7  |                   |
| Seminar  | 15    | 0.6  |                   |
| Theory   | 33    | 1.32 |                   |

The theory part will be taught through master classes by the professor responsible for the subject. At the same time, the responsible teacher will supervise the work of the students throughout their realization process. The seminar classes will consist of the discussion of readings and the preparation of critical comments of the same that will be delivered on the day scheduled for the seminar. Attendance at all theory and seminar sessions is compulsory. The detailed calendar with the content of the different sessions will be exposed on the day of presentation of the subject. It will also be posted on the Virtual Campus where students can find the 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 the teaching modality for health reasons, the teaching staff will inform of the changes that will occur in the programming of the subject and in the teaching methodologies.

The proposed teaching methodology and evaluation activities may undergo some modifications depending on the health authorities' attendance restrictions.

In this course, the use of Artificial Intelligence (AI) technologies is permitted as an integral part of assignment development, provided that the final outcome demonstrates a significant contribution from the student in terms of analysis and personal reflection. Students must clearly identify any content generated using AI, specify the tools employed, and include a critical reflection on how these technologies have influenced both the process and the final result of the assignment. Failure to disclose the use of AI in this assessed activity will be considered a breach of academic integrity and may result in a partial or total penalty to the assignment grade, or more serious sanctions in severe cases.

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

### Continuous assessment activities

| Title   | Weight | Hours | ECTS | Learning outcomes            |
|---------|--------|-------|------|------------------------------|
| Essay   | 25%    | 2     | 0.08 | CM01                         |
| Seminar | 15%    | 2.5   | 0.1  | CM03, CM04, KM01, SM01, SM03 |
| Theory  | 60 %   | 3     | 0.12 | CM01                         |

Attendance at all theory and seminar sessions is mandatory. To pass the subject, it is absolutely essential to pass the free-response exam, either on the scheduled date in January or during the retake period. In order to have the opportunity to present to the retake exam it is absolutely necessary to get at least 3.5 in the free free-response exam. Please note that to be eligible for the retake, it is mandatory to have sat for the first January exam. In either session, the grade for the free-response exam must be 5 or higher. Students who did not achieve a 5 on the multiple-choice test must obtain a grade on the free-response exam that allows the average of both tests to be at least 5. However, a minimum grade of 5 on the free-response exam is always strictly required for this average to be calculated. Likewise, this will only be averaged with the remaining parts of the subject (coursework and seminars) if an average of 5 is achieved across both exams, bearing in mind that passing the free-response exam is completely mandatory, as it is the fundamental part and the key to

passing the course. In conclusion, under no circumstances can the subject be passed without obtaining a 5 on the free-response exam.

## Single Assessment

The single evaluation will take place on the dates indicated by the faculty and will consist of three parts:

Theory, which will be worth 60 % of the final grade. Theory will be assessed on the day of the exam as follows. Students must first take a multiple-choice test with content related to the subject. The result of the multiple-choice test will be eliminatory, meaning that students must achieve at least a 5 to pass the course. Subsequently, students who choose this assessment method must take a four-question essay exam and must pass this test individually to pass the course, thereby achieving at least a 5. The multiple-choice exam will be worth 25 % of the total theory, and the essay exam will be worth 75 % of this part. The theory portion may be retaken, but to do so, the student must obtain at least a 3.5 in each of the two parts of the theory exam on the first exam.

At the same time, students must submit an essay on the day of the single assessment test, which will count toward their final grade for the course. The essay must be passed with a 5 or higher and cannot be retaken. Students who wish to take the summary test should speak with the instructor to learn the content of the essay.

The seminar section is worth 15% and must be completed as follows: Students must actively read three readings, which will be announced at the beginning of the course on the Virtual Campus. On the day of the exam, students must submit three comments responding to a series of questions posed by the professor on the Virtual Campus. At the same time, the professor will administer a multiple-choice exam on the content of the readings. The assignments will be worth 50% of the final grade for the seminar section, and the multiple-choice exam on the readings will be worth 50% of the final grade for this section.

## Bibliography

Christakis, Nicholas, & Fowler, James (2010). *Conectados: el sorprendente poder de las redes sociales y cómo nos afectan*. Madrid: Taurus

Byung-Chul, Han (2014). *En el enjambre / Byung-Chul Han; traducción de Raúl Gabás*. Barcelona: Herder

Byung-Chul, Han (2013). *La sociedad de la transparencia*. Barcelona: Herder

Fernández Peña, Emilio (2016). *Juegos Olímpicos, Televisión y Redes Sociales*. Barcelona: UOC

Fuchs, Christian (2013). *Social media: a critical introduction*. Thousand Oaks, CA: Sage Publication

Foucault, Michel (1979). *Vigilar y castigar: nacimiento de la prisión*. Madrid: Siglo XXI.

Gebser, Jean (2011). *Origen y presente*. Vilaür, Girona: Atalanta.

Isaacson, Walter (2011). *Steve Jobs: la biografía / Walter Isaacson; traducción de David González-Iglesias González*. Barcelona: Random House Mondadori

Innerarity, Daniel (2024). *Una teoría crítica de la inteligencia artificial*. Galaxia Gutemberg

Johnson, Steven (2003). *Sistemas emergentes: o qué tienen en común hormigas, neuronas, ciudades y software*. Turner.

Jarvis, Jeff (2010). *Y Google ¿cómo lo haría?*. Barcelona: Gestión 2000.

Himanen, Pekka (2002). *La Ética del hacker y el espíritu de la era de la información / Pekka Himanen; prólogo de Linus Torvalds; epílogo de Manuel Castells; traducción de Ferran Meler Ortí*. Barcelona: Destino.

Sloterdijk, Peter (2012). *Has de cambiar tu vida: sobre antropológica*. Valencia: Pre-Textos.

Srnicek, Nick (2017). *Platform Capitalism*. Cambridge: Policy

Tarnas, Richard (2008). *Cosmos y psique: indicios para una nueva visión del mundo*. Vilaür, Girona: Atalanta.

Zuboff, Shoshana (2019) *The age of surveillance capitalism: The fight for a human future at the new frontier of power*. London: Profile Books

## Software

There is not

### Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

| Type of teaching | Group | Language | Semester       | Shift     |
|------------------|-------|----------|----------------|-----------|
| (TE) Theory      | 6     | Spanish  | first semester | afternoon |
| (SEM) Seminars   | 61    | Spanish  | first semester | afternoon |
| (SEM) Seminars   | 62    | Spanish  | first semester | afternoon |