

Degree programme	Type	Course
Interactive Communication	OP	4

Contact lecturer

Name : Beatriz Villarejo Carballido

Email : beatriz.villarejo@uab.cat

Teaching staff

Beatriz Villarejo Carballido

Group languages

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

Prerequisites

There is not prerequisite.

Objectives

1. Developing digital content including the gender perspective, cultural diversity, and human rights based mainly on scientific evidence.
2. Knowing tools for planning, management, and distribution of digital content in various formats.
3. Learning to use methods of measuring the impact of quantitative, qualitative digital content under the criterion of social impact.
4. Applying fundamental ethical criteria in the elaboration, distribution, and measurement of digital content.
5. Planning and executing academic work on digital content management.
6. Analyzing big data from websites and applications, as well as reports of internet and mobile data.
7. Learning to develop innovative digital content management projects by identifying risks, opportunities, and improvement solutions.

Learning outcomes

1. Distinguish the salient features in all types of documents within the subject.
2. Cross-check information to establish its veracity, using evaluation criteria.
3. Submit course assignments on time, showing the individual and/or group planning involved.
4. Interpret the results of content creation based on scientific thought.
5. Plan and conduct academic studies on digital content management.
6. Interpret big data in websites and applications.
7. Create and edit multimedia content and design templates.
8. Analyse reports on internet and mobile data.

9. Create measurement strategies.
10. Propose new methods or well-founded alternative solutions.
11. Identify the social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
12. Propose viable projects and actions to boost social, economic and environmental benefits.
13. 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.
14. Propose projects and actions that incorporate the gender perspective.
15. Communicate using language that is not sexist or discriminatory.
16. Critically analyse the principles, values and procedures that govern the exercise of the profession.
17. Evaluate the impact of problems, prejudices and discrimination that could be included in actions and projects in the short or medium term in relation to certain people or groups.
18. Analyse the sex-/gender-based inequalities and gender bias in one's own area of knowledge.
19. Consider how gender stereotypes and roles impinge on the exercise of the profession.
20. Analyse a situation and identify its points for improvement.
21. Weigh up the risks and opportunities of both one's own and other people's proposals for improvement.
22. Propose new ways to measure the success or failure of the implementation of innovative proposals or ideas.

Contents

Unit 1. Typology of digital content and sources. Form and content, the purpose of communication.**

Unit 2. Content creation, inclusion of gender perspective and cultural diversity in digital content.

Unit 3. Planning, management, and distribution of digital content across multiple platforms.

Unit 4. Measurement of the impact of digital content, quantitative and qualitative measures, and social impact.

Unit 5. Strategies, usability, and adaptation of content on different supports.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Mentoring projects	2	0.08	5, 12, 13
Theoretical sessions	15	0.6	1, 4, 6, 8, 11, 16, 18, 20
Work group	10	0.4	1, 2, 3, 4, 5, 7, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 21, 22
Practical sessions	33	1.32	1, 2, 3, 5, 9, 10, 12, 13, 14, 15, 17, 18, 19, 21, 22
Individual work	10	0.4	2, 3, 4, 8, 11, 16, 17, 20

The course maintains a balance between the theoretical part (theoretical sessions, debates) and the practical part (applying theoretical concepts in the analysis of professional practice through exercises and the course project). It is based on the principles of dialogic learning and the maxim of "learning by doing". Practice and theory are integrally linked to foster reflective scientific thinking in professional development.

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 find all teaching materials and necessary information for effective course monitoring. Should the teaching modality change for reasons of force majeure according to the competent authorities, the teaching staff will inform students of any modifications to the course schedule and teaching methodologies.

Note: The course content will be sensitive to issues related to gender perspective and the use of inclusive language.

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
Practices	30	30	1.2	2, 3, 6, 7, 8, 9, 16, 18, 19
Exam	30	10	0.4	1, 2, 8, 11, 16, 18
Digital content project	30	38	1.52	1, 2, 3, 4, 5, 9, 10, 11, 12, 13, 14, 15, 16, 17, 20, 21, 22
Oral presentation	10	2	0.08	1, 3, 14, 17

The assessment activities consist of:

1. Exam: Theoretical content accounting for 30% of the final grade.
2. Project and oral presentation: Group coursework with a 40% weighting in the final grade.
3. Internships: Completion of three group practicals and three individual practicals, comprising 30% of the final grade.

A minimum score of 4 must be achieved in the exam to be averaged with the other assessment activities.

Students will be entitled to reassessment in the course if they have been evaluated on a set of activities accounting for at least two-thirds of the total course grade. Students are entitled to retake the subject if they have been assessed in activities comprising at least two-thirds of the total grade for the subject.

Activities excluded from the resit process are the project and the oral presentation (40%).

In the event that a student commits any irregularity that could lead to a significant change in the grade of an assessment, the assessment will be graded as 0, regardless of any disciplinary proceedings that may be initiated. If multiple irregularities occur in the assessments of the same subject, the final grade for that subject will be 0.

SECOND ENROLMENT: In the case of a second enrolment, students may take a single synthesis test consisting of content review and practical exercises. The grade for the subject will correspond to the grade of the synthesis test. Students wishing to take this test must notify the course coordinator in writing.

This subject does not provide for a single-assessment system.

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.

Bibliography

Connock, A. (2022). *Media management and artificial intelligence: understanding media business models in the digital age*. Routledge.

De Gregorio, G. (2022). *Digital Constitutionalism in Europe: Reframing Rights and Powers in the Algorithmic Society*. Cambridge University Press.

Dykes, B. (2019). *Effective Data Storytelling: How to Drive Change with Data, Narrative and Visuals*. Newark: John Wiley & Sons, Incorporated.

Enge, E., Spencer, S., Stricchiola, J., & Fishkin, R. (2024). *The art of SEO: Mastering Search Engine Optimization*. O'Reilly Media, Inc..

Foxwell, H. J. (2020). *Creating Good Data: A Guide to Dataset Structure and Data Representation*. Berkeley, CA: Apress L. P.

Gu, B. & Pullman, G. (2017). *Content management: bridging the gap between theory and practice / edited by George Pullman and Baotong Gu*. London: Routledge.

Jenkins, H. et al. (2013). *Spreadable media: creating value and meaning in a networked culture*. New York: New York University Press.

Majumdar, S. (2024). *Resource Management on Distributed Systems: Principles and Techniques*. John Wiley & Sons.

Mukherjee, A. S. (2020). *Leading in the digital world: how to foster creativity, collaboration, and inclusivity*. MIT Press.

*** Specific references will be available in the virtual campus

Software

Specific programs for the creation, management, distribution, and measurement of content available through links on the virtual campus will be used.

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	second semester	afternoon
(PLAB) Practical laboratories	61	Spanish	second semester	afternoon