Syllabus

Department	**Sociology**			**Year**	**2024**
Course	Media theories and research methods			**ECTS**	**5**

Study programme	Sociology			
Level of study programme	☐ Undergraduate	☒ Graduate	☐ Integrated	☐ Postgraduate
Type of study programme	☐ Single major ☐ Double major	☒ University	☐ Professional	☐ Specialized

Year of study	☒ 1	☐ 2	☐ 3	☐ 4	☐ 5

Semester	☐ Winter ☒ Summer	☐ I	☒ II	☐ III	☐ IV	☐ V
		☐ VI	☐ VII	☐ VIII	☐ IX	☐ X

Status of the course	☐ Compulsory	☒ Elective	☐ Elective course offered to students from other departments	**Teaching Competencies**	☐ YES ☒ NO

Workload	30	L	15	S		E	**Internet sources for e-learning**	☒ YES ☐ NO

Location and time of instruction	**University building SEP, lecture hall 004, Thursdays from 5pm till 8pm**	**Language(s) in which the course is taught**	English
Course start date	**1.3.2024**	**Course end date**	**7.6.2024.**
Enrolment requirements	None		

Course coordinator	Krešimir Krolo, PhD		
E-mail	kkrolo@unizd.hr	**Consultation hours**	Thursdays from 4:30pm till 5:30pm
Course instructor	Krešimir Krolo, PhD		
E-mail	kkrolo@unizd.hr	**Consultation hours**	Thursdays from 4:30pm till 5:30pm
Assistant/ Associate			
E-mail		**Consultation hours**	
Assistant/ Associate			
E-mail		**Consultation hours**	

Mode of teaching	☒ Lectures	☒ Seminars and workshops	☐ Exercises	☐ E-learning	☐ Field work
	☒ Individual assignments	☐ Multimedia and network	☐ Laboratory	☐ Mentoring	☐ Other
Learning outcomes					

	Based on the acquired knowledge, students will: • gain knowledge and critically examine various theoretical approaches from media studies, with special emphasis on contemporary reading of sociological theories concerning digital media. • understand the architecture and dynamics of contemporary digital-interactive media systems and how to approach them methodologically. • develop interdisciplinary research perspectives in relation to digital-interactive media and its challenges.
Learning outcomes at the Programme level	Detailed examination of main paradigms and theories of media studies with special emphasis on the relevance of sociological theories and its contributions to the field of media studies. To grasp the complexity of theories and methods, special attention will be given to historical, cultural, and social context of the time. Main goal is to apply understanding of various approaches regarding transformation of public sphere, culture, and participation in the context of digital-interactive media.

Assessment criteria	⊠ Class attendance	⊠ Preparation for class	□ Homework	□ Continuous evaluation	□ Research
	□ Practical work	□ Experimental work	⊠ Presentation	□ Project	⊠ Seminar
	□ Test(s)	⊠ Written exam	□ Oral exam	□ Other:	

Conditions for permission to take the exam	· Regular class attendance Student attendance, preparation, and active participation in class are required. You can be absent max. 3 classes per semester, with no questions asked. · seminar presentation Each student is required to write a short seminar essay on the specific topic. Seminar essay is a prerequisite for a written exam. Essay should not be longer than 6 − 8 pages and include sources from this syllabus as well as additional relevant sources. · Oral presentation Each student will hold at least one presentation per semester on the assigned seminar readings for that day (20-30min).

Exam periods	□ Winter	⊠ Summer	⊠ Autumn
Exam dates		12.6.2024. 9am 26.6.2024. 13pm	13.9.2024. 10am 27.9.2024. 10am

Course description	Detailed examination of main paradigms and theories of media studies with special emphasis on the relevance of sociological theories and its contributions to the field of media studies. In order to grasp the complexity of theories and methods, special attention will be given to historical, cultural and social context of the time. Main goal is to apply understanding of various approaches in regard to transformation of public sphere, culture, and participation in the context of digital-interactive media.
Course content	1. Introduction (Discussion of the syllabus, assignments) 2. Historical development and institutionalization of media research and methods I *Reading material:* *Dixon, M. (2020) Media Theory for A level: The Essential Revision Guide, Routledge: New York* 3. Historical development and institutionalization of media research and methods II *Reading material: Dixon, M. (2020) Media Theory for A level: The Essential Revision Guide, Routledge: New York* 4. Historical development and institutionalization of media research and methods III *Reading material:* *Dixon, M. (2020) Media Theory for A level: The Essential Revision Guide, Routledge: New*

York

5. Understanding contemporary media environment: technological and social characteristics of digital-interactive media – towards meta sociological theory of the media

Reading material:

Dijk, van Jan (2004) "Digital Media", in The Sage Handbook of Media Studies (ed. Downing, D.H. John), pp. 145-165.

Bilić, Paško. (2020): Sociologija medija: Rutine, tehnologija i moć, Zagreb: Jesenski i Turk. (poglavlje "prema metasociologiji medija, str. 17-36)

6. Understanding the development of contemporary digital environment and culture: algorithms and big data

Reading material:

Bilić, P. (2016) Search algorithms, hidden labour and information control, Big Data & Society DOI: 10.1177/2053951716652159

Airoldi, M. (2022) Machine Habitus: Toward a Sociology of Algorithms (pp.1.31)

Sadowski, J. (2019) When Data is capital: Datafication, accumulation, and extraction, Big Data & Society, https://doi.org/10.1177/2053951718820549

7. Understanding the development of contemporary digital environment and culture: internet social networks

Reading material:

Danah boyd (2010), "Social Network Sites as Networked Publics, Affordances, Dynamics and Implications", in Networked Self: Identity, Community and Culture on Social Network Sites (ed. Zizi Papacharissi): 39–58

Bilić, Paško. (2020): Sociologija medija: Rutine, tehnologija i moć, Zagreb: Jesenski i Turk. (poglavlje "Komunikacija i društvena interakcija, str. 17-36)

8. Understanding the development of contemporary media environment and culture: social media and "Influencers"

Reading material:

Katz, Elihu (2015) Where Are Opinion Leaders Leading Us? International Journal of Communication, 9; 1023–1028

Bilić, Paško. (2020): Sociologija medija: Rutine, tehnologija i moć, Zagreb: Jesenski i Turk. (poglavlje: Od svakodnevice do javnosti i mreža, str. 43-71.)

9. Cultures of digital-interactive media: video games and memes

Reading material:

Crawford, Garry (2012) Video Gamers. Routledge, Taylor and Francis Group: London and New York, chapter: conceptualizing video gamer culture, p.96-119.

Reading material: Shifman, Limor (2014) Memes in digital culture, The MIT Press: Cambridge and London. Chapter "Defining Internet Memes", p. 37-55.

10. (Un)democratic potentials of digital-interactive media: from fake news to reactionary social movements

Reading material:

Quandt, Thorsten, Frischlich, Boberg, Svenja, Schatto-Eckrodt (2019) Fake news, in. Eds (Vos, P., Tim & Hanusch, Folkers) The International Encyclopedia of Journalism Studies. Wiley-Blackwell.

Augey, Dominique, Alcaraz, Marina. (2019) Will Fake News Kill Information, in eds. (Augey, Dominique & Alcaraz, Marina) Digital Information Ecosystems: Smart Press.

https://www.theatlantic.com/technology/archive/2018/03/largest-study-ever-fake-news-mit-twitter/555104/?fbclid=IwAR1qfJKnYGAU1CSh_tkRn456WKlNq75v3vb7D_vGerJ8E71I-zffy0ILh7Q

11. Communication macrostructures: digital-interactive media in a global perspective

Reading material:

Smyrnaois, Nikos: Internet Oligopoly: The Corporate Takevoer of Our Digital World, Emerald Publishing: London. chapter: From Counterculture to the Commodification. p. 26.32.

Bilić, Paško. (2020): Sociologija medija: Rutine, tehnologija i moć, Zagreb: Jesenski i Turk.

	(poglavlje. Komunikacijske makrostrukture, str. 81–110.) *12. Media literacy in the age of platform society: theories, methods, and data* **13. Media literacy between individual and social responsibility: regulatory challenges for digital monopolies.** *Reading material:* *Papcharissi, Zizi (2010) A Private Sphere: Democracy in Digital Age. Cambridge: Polity Press (selected chapters, p. 1-25, p. 25-48,)* *Bilić i sur. (2021) The Political Economy of Digital Monopolies, Contradictions and Alternatives to Data Commodification, Bristol University Press: Bristol.* **14. Recapitulation of the course**
Required reading	**Bilić, P**. (2016) Search algorithms, hidden labour and information control, Big Data & Society DOI: 10.1177/2053951716652159 **Bilić, Paško**. (2020): Sociologija medija: Rutine, tehnologija i moć, Zagreb: Jesenski i Turk. (selected chapters) **Crawford, Garry** (2012) Video Gamers. Routledge, Taylor and Francis Group: London and New York. **Dijk, van Jan** (2004) "Digital Media", in The Sage Handbook of Media Studies (ed. Downing, D.H. John), str. 145-165. **Danah boyd** (2010), "Social Network Sites as Networked Publics, Affordances, Dynamics and Implications", in Networked Self: Identity, Community and Culture on Social Network Sites (ed. Zizi Papacharissi): 39-58 **Augey, Dominique, Alcaraz, Marina**. (2019) Will Fake News Kill Information, in eds. (Augey, Dominique & Alcaraz, Marina) Digital Information Ecosystems: Smart Press. **Dixon, Mark** (2020) Media Theory for A level: The Essential Revision Guide, Routledge: New York **Papcharissi, Zizi** (2010) A Private Sphere: Democracy in Digital Age. Cambridge: Polity Press (selected chapters, p. 1-25, p. 25-48, p., 131-161) Giusti & Piras (2021) Democracy and Fake News: Information Manipulation and Post-Truth Politics, Routledge: New York) **Petrić, Mirko** (2010) Power point presentations and abstracts. **Reinemann i dr.** (2019) Communicating populism: comparing actor perceptions, media coverage, and effects on citizens in Europe, Routledge: New York. **Banaji i Bhat** (2021) Social media and hate, Routledge: New York. **Bilić i sur.** (2021) The Political Economy of Digital Monopolies, Contradictions and Alternatives to Data Commodification, Bristol Univeristy Press: Bristol. **Roberts, JM**. (2018) 'The Public Sphere', in Orum, T. (ed.) The Wiley-Blackwell Encyclopedia of Urban and Regional Studies. Wiley-Blackwell. **Schäfer, Mike. S and Taddicken, Monika** (2015) Mediatized Opinion Leaders: New Patterns of Opinion Leadership in New Media Environments, International Journal of Communication 9: 960-981. **Shifman, Limor** (2014) Memes in digital culture, The MIT Press: Cambridge and London. Chapter "Defining Internet Memes", p. 37-55. **Smyrnaois, Nikos**: Internet Oligopoly: The Corporate Takevoer of Our Digital World, Emerald Publishing: London. chapter: From Counterculture to the Commodification. p. 26.32. **Quandt, Thorsten, Frischlich, Boberg, Svenja, Schatto-Eckrodt** (2019) Fake news, in. Eds (Vos, P., Tim & Hanusch, Folkers) The International Encyclopedia of Journalism Studies. Wiley-Blackwell. **+ Seminar readings**
Additional reading	Reed, T.V. (2014) Digitized Lives: Culture, Power and Social Change in the Internet Era. London: Routledge **Castells, Manuel** (2012) Networks of Outrage and Hope: Social Movements in the Internet Age. Cambridge: Polity Press.

	Jenkins, Henry, Ford, Sam i Green, Joshua (2013) Spreadable media: A Meaning in the Networked Culture. New York: New York University Press. (odabrana poglavlja) **Dubois, E i Blank, G.** (2017) The echo chamber is overstated: the moderating effect of political interest and diverse media. Information, Communication & Society 21(5): 729-745. https://doi.org/10.1080/1369118X.2018.1428656
Internet sources	https://venturebeat.com/2021/02/13/thought-detection-ai-has-infiltrated-our-last-bastion-of-privacy/?fbclid=IwAR2xGbXTMFkWfq2_BKtr-BAcy6fbDPNbMBs6qXlxdV2ABAezWIOo0lPR0jk https://foreignpolicy.com/2021/02/07/why-jurgen-habermas-disappeared/?fbclid=IwAR3Ai5LcpKOUBCjjz42B_ww_Vxj1pvck0Jk44QZNu1Eh6llNq7BokbNxb_w https://www.theatlantic.com/technology/archive/2018/03/largest-study-ever-fake-news-mit-twitter/555104/?fbclid=IwAR1qfJKnYGAU1CSh_tkRn456WKlNq75v3vb7D_vGerJ8E71I-zffy0ILh7Q https://www.wired.com/story/online-conspiracy-groups-qanon-cults/?fbclid=IwAR2YvYwXgFJeT_ZBFERiuYISHzPvSVTsJ2FzQYS4hQPVEvkqDt5GEacCA-s https://www.youtube.com/watch?v=iFTWM7HV2UI&fbclid=IwAR3-rR7BVX5dc2VP2xkdZhqgd-c1uveQk_yDhOEE1vilbarhDorgyemgnxU&ab_channel=TED https://www.cccb.org/en/multimedia/videos/nancy-fraser-technology-is-not-serving-the-ends-it-could-serve-in-rebuilding-public-space/229347?fbclid=IwAR1vKw7-YrG4LbXvZvSsg6A4nbtEJB8QsV_jbeCFOFO2s1AW-yNhONvKVpA

Assessment criteria of learning outcomes	Final exam only			
	☒ Final written exam	☐ Final oral exam	☐ Final written and oral exam	☐ Practical work and final exam
	☐ Only test/homework	☐ Test/homework and final exam	☐ Seminar paper	☒ Seminar paper and final exam / ☐ Practical work	☐ other forms

Calculation of final grade	- 40% seminar presentation and written essay - 60 % written exam	
Grading scale	< 60%	% Failure (1)
	60%	% Satisfactory (2)
	70%	% Good (3)
	80%	% Very good (4)
	90% >	% Excellent (5)
Course evaluation procedures	☒ Student evaluations conducted by the University ☐ Student evaluations conducted by the Department ☐ Internal evaluation of teaching ☒ Department meetings discussing quality of teaching and results of student evaluations ☐ Other	

Note /Other	In accordance with Art. 6 of the *Code of Ethics* of the Committee for Ethics in Science and Higher Education, "the student is expected to fulfil his/her obligations honestly and ethically, to pursue academic excellence, to be civilized, respectful and free from prejudice."
	According to Art. 14 of the University of Zadar's *Code of Ethics*, students are expected to "fulfil their responsibilities responsibly and conscientiously. [...] Students are obligated to safeguard the reputation and dignity of all members of the university community and the University of Zadar as a whole, to promote moral and academic values and principles. [...]
	Any act constituting a violation of academic honesty is ethically prohibited. This includes, but is not limited to:
	– various forms of fraud such as the use or possession of books, notes, data, electronic gadgets or other aids during examinations, except when permitted;
	–various forms of forgery such as the use or possession of unauthorised materials during the exam; impersonation and attendance at exams on behalf of other students; fraudulent study documents; forgery of signatures and grades; falsifying exam results."
	All forms of unethical behaviour will result in a negative grade in the course without the possibility of compensation or repair. In case of serious violations the *Rulebook on Disciplinary Responsibility of Students at the University of Zadar* will be applied.
	In electronic communications only messages coming from known addresses with a first and a last name, and which are written in the Croatian standard and appropriate academic style, will be responded to.
	This course uses the Merlin system for e-learning, so students are required to have an AAI account. */delete if necessary/*