

| General information | |
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| Academic subject | Digital Sociology |
| Degree course | Public, Social, Business Communication |
| Academic Year | 2023-24 |
| European Credit Transfer and Accumulation System (ECTS) | 6 |
| Language | Italian |
| Academic calendar (starting and ending date) | I semester |
| Attendance | Not Mandatory |

| Professor/ Lecturer | |
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| Name and Surname | Sabino Di Chio |
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| Telephone | - |
| Department and address | Studio 205 – Palazzo Chiaia-Napolitano, via Crisanzio 42 |
| Virtual headquarters | Microsoft Teams (code rx1q1yb) |
| Tutoring (time and day) | Wednesday h11-13 |

| Syllabus | |
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| Learning Objectives | |
| Course prerequisites | <i>Knowledge and understanding of sociological theories</i> |

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| | about culture and communication. |
| Contents | <p>Digital culture.</p> <p>History of digital innovation and its social impacts.</p> <p>The phenomenon of big data.</p> <p>Digital inequality.</p> <p>Surveillance.</p> <p>The digitized body/self.</p> <p>Artificial intelligence: definitions, applications, stereotypes, ideologies, developments.</p> |
| Books and bibliography | <p>Deborah Lupton, <i>Sociologia Digitale</i>, Pearson, Milano-Torino, 2018 (escluso il capitolo 3).</p> <p>One text between:</p> <ul style="list-style-type: none"> - AA.VV., <i>AI & Conflicts</i>, Krisis Publishing, 2021 - Sabino Di Chio, <i>Asimmetria Digitale. Il piano inclinato dell'innovazione</i>, Meltemi, Milano, 2022 |
| Additional materials | |

| Work schedule | | | |
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| Total | Lectures | Handson (Laboratory, working groups, seminars, field trips) | Out-of-class study hours/ Self-study hours |
| Hours | | | |
| 150 | 40 | | 110 |
| ECTS | | | |
| 6 | | | |
| Teaching strategy | | | |
| <p>The frontal lesson will be integrated by the constant use of audiovisual supports.</p> <p>The course includes seminars during which students will be able to present short research written from various</p> | | | |

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| | <p>sources: academic texts, newspapers, popular publications, specialized magazines.</p> <p>The seminars will be followed by a debate in which the information will be subjected to in-depth analysis and criticism.</p> <p>Discussions with experts and specialists in the sector will be encouraged.</p> <p>The creation of working groups will be encouraged in the drafting of reports.</p> |
| <p>Expected learning outcomes</p> | |
| <p>Knowledge and understanding on:</p> | <p>The student must have acquired specialized theoretical knowledge and will have to develop the ability to understand digital communication issues appropriate to the complexity of the current scenario.</p> |
| <p>Applying knowledge and understanding on:</p> | <p>The student will acquire specialized vocabulary and debate skills.</p> |
| <p>Soft skills</p> | <ul style="list-style-type: none"> • Autonomy of judgement <p>Advanced level of critical thinking and reflexivity gained through the application of the analytical tools of sociology in the exploration, observation and analysis of communication phenomena and processes in public, institutional and corporate contexts.</p> <ul style="list-style-type: none"> • Communication skills <p>Good level of communication skills to be developed during</p> |

the activities, including during lectures and group exercises.

- Ability to learn independently

Good level of study skills, self-learning, use of the web to search for information and in-depth content, cooperative group learning.

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| Assessment and feedback | |
| Methods of assessment | Oral examination. The interview includes two questions for each text and aims to verify the possession of the basic theoretical notions, the study of the historical development of the discipline. |
| Evaluation criteria | <ul style="list-style-type: none"> • Knowledge and understanding: Mastery of the theoretical framework, ability to contextualize concepts. • Applied knowledge and understanding: Attention, active participation not just in the verification phase. • Independent judgment: Ability to develop critical thinking on the dynamics analyzed. • Communication skills: ownership of language, confidence in presentation, punctuality in the use of terminology. • Ability to learn: Ability to compare and connect the concepts learned |

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| | in the institutional path. |
| Criteria for assessment and attribution of the final mark | The final grade is awarded out of thirty. The exam is considered passed when the grade is greater than or equal to 18. The accurate response to all questions, the demonstration of a lively interest in the discipline and the autonomous construction of in-depth courses are the criteria that govern the attribution of the praise. |
| Additional information | |
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