University of Gdańsk

Subject card

Subject name and code	Sociology Internet, PG_00176668		
Field of study	Sociology		
Date of commencement of studies	October 2027	Academic year of realisation of subject	2028/2029
Education level	Bachelor's studies	Subject group	Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	2	Language of instruction	Polish
Semester of study	4	ECTS credits	2.0
Learning profile	academic	Assessment form	credit
Conducting unit	Institute of Sociology -> Faculty of Social Sciences -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Krzysztof Stachura	
	Teachers		

Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						

Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM
	Number of study hours	30	0.0	20.0	50

Subject objectives	Discuss the social and cultural factors that have influenced the digital revolution and the impact of the Internet on everyday life for both users and non-users. During the classes, we will consider the significance of technological innovations for social change and the emergence of new forms of social organisation.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[SOCL3_W03] The graduate knows and understands in an advanced way the relationships between the relationship between micro and macro social structures and institutions, on a national and international scale in the fields of private life, work, politics, civil society, etc	The graduate understands how digital models of social life translate into the functioning of systems and social structures at the micro and macro levels.	[SW2] presentation/project/paper/ report
[SOCL3_W04] The graduate knows and understands in an advanced way the types of informal and formal social bonds that arise in different types of groups, social networks and societies, and with the regularities governing their change.	The graduate knows and understands the digital dimensions of social bonding.	[SW2] presentation/project/paper/ report
[SOCL3_U03] The graduate is able to analyse the causes and course of social processes and phenomena	The graduate is able to acknowledge the significance of digital technology for social change.	[SU2] presentation/project/paper/ report
[SOCL3_U07] The graduate is able to analyse proposed solutions to a specific problem in sociology and decide on appropriate solutions	The graduate is capable of utilizing knowledge about digital transformation in everyday life.	[SU2] presentation/project/paper/ report
[SOCL3_U12] The graduate is ready to lifelong learning	The graduate aims to continuously develop skills, including digital competencies.	[SK2] presentation/project/paper/ report
[SOCL3_K04] The graduate is ready to supplement and refine the acquired knowledge and skills	The graduate undertakes efforts to utilise digital tool knowledge to enhance social competencies.	[SK2] presentation/project/paper/ report

Subject contents

1. New Connections - New Forms of Socialization
2. Online Communities in the Processes of De-Socialization and Algorithmization
3. Blogging in the Post-Blogging Era
4. Identity and Privacy. Conditions of "Self" Management in the Context of Mediatization
5. Digital Inequalities - Old-New Dimension of Social Stratification
6. The Influence of New Technologies on Our Minds and Behavior
7. Filter Bubbles and Their Social Consequences
8. Political Determinants of the Digital Revolution
9. The Internet and Cultural Wars
10. Memes as Texts of Culture
11. Economy of Collaboration and Culture of Participation - What (Good) Comes Out of This in the Era of Social Media
12. New Dimensions of Work in the Digital Society
13. The Dark Side of the Internet - Challenges and Threats
14. The Internet in 2040 - What Will the Social Networks of the Future Look Like? Debate

Prerequisites and co-requisites

Effective selection of the Anthropology and Sociology of Culture specialization.

Basic knowledge about the social aspects of the development of new technologies.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Preparing a presentation and co-moderating the class	51.0%	100.0%

Recommended reading

Basic literature

1. A. Bhandari, S. Bimo, *Whys Everyone on TikTok Now? The Algorithmized Self and the Future of Self-Making on Social Media*, "Social Media + Society" 2022, 8(1), ss. 11.
2. N. Carr, *Płytki umysł. Jak internet wpływa na nasz mózg*, Wydawnictwo Helion, Gliwice 2010.
3. M. Castells, *Sieci oburzenia i nadziei. Ruchy społeczne w erze internetu*, Wydawnictwo Naukowe PWN, Warszawa 2013.
4. K. Filipek, *Dzielenie się w mediach społecznościowych: między logiką algorytmu a potrzebą uspołecznienia*, "Kultura i Społeczeństwo" 2023, 2, s. 133-155.
5. D. Jemielniak, *Życie wirtualnych dzikich. Netnografia Wikipedii największego projektu współtworzonego przez ludzi*, Wydawnictwo Poltext, Warszawa 2013.

	Supplementary literature	1. U. Baspehlivan, *Theorising the memescape: The spatial politics of Internet memes*, "Review of International Studies" 2024, 50(1), s. 35-57. 2. P. M. Dahlgren, *A critical review of filter bubbles and a comparison with selective exposure*, "Nordicom Review" 2021, 42(1), s. 15-33. 3. R. Dorschel, *Reconsidering digital labour: Bringing tech workers into the debate*, "New Technology, Work and Employment" 2022, 37(2), s. 288-307. 4. L. Robinson [et al.], *Digital inequalities 2.0: Legacy inequalities in the information age*, "First Monday" 2020, 25(7), ss. 20. 5. D. Sailofsky, *Masculinity, cancel culture and woke capitalism: Exploring Twitter response to Brendan Leipsics leaked conversation*, "International Review for the Sociology of Sport" 2022, 57(5), s. 734-757.
	eResources addresses	
Example issues/ example questions/ tasks being completed	1. Identify the main social challenges associated with the digital revolution. 2. Define possible ways of sociological study of digital transformation. 3. Characterise the process of transformation of collective identities under the influence of the development of new communication technologies. 4. Explain the significance of the emergence of information bubbles for social development.	
Work placement	Not applicable	

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