University of Gdańsk

Subject card

Subject name and code	Internet-based research, PG_00177065						
Field of study	Sociology						
Date of commencement of studies	October 2027		Academic year of realisation of subject		2027/2028		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study 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	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		3.0		
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 Maciej Dębski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	0.0	30.0	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		4.0		41.0	75
Subject objectives	Presenting students with knowledge about the growing role of conducting social research online. Identifying the role of new media in the evolution of forms of social research and data collection techniques. Showcasing the strengths and weaknesses, opportunities and threats arising from engaging in online research projects. Familiarising students with the specifics of conducting social research online. Critically evaluating existing projects and preparing them to design and implement their own research projects using techniques employed in online research.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[SOCMU2_W06] The graduate has in-depth knowledge and understanding of quantitative and qualitative methods of sociological research, including observation, interview, document analysis and desk research, and how to develop and report research findings	The graduate knows about the differences in methods and techniques used in online research.	[SW2] presentation/project/paper/ report
[SOCMU2_W11] The graduate has knowledge and understanding of the general principles for the creation and development of forms of individual entrepreneurship using sociological knowledge	The graduate has knowledge and understanding how to apply digital world social research skills in practice.	[SW2] presentation/project/paper/ report
[SOCMU2_U06] The graduate uses the acquired knowledge to solve dilemmas arising in professional work, can critically evaluate the effectiveness and usefulness of sociological knowledge in various areas of work	The graduate is able to effectively use knowledge of the socio-demographic structure of Internet users in Poland for social research purposes.	[SU2] presentation/project/paper/ report
[SOCMU2_U07] The graduate is able to independently propose solutions to a specific problem in the field of sociology based on carrying out appropriate research procedures	The graduate is able to design social research studies that adequately incorporate elements of digital culture research.	[SU2] presentation/project/paper/ report
[SOCMU2_K01] The graduate is ready to appropriately determine priorities in the implementation of a specific task	The graduate aims to determine appropriate criteria for analysing online research projects.	[SK2] presentation/project/paper/ report
[SOCMU2_K05] The graduate is able to think and act in an entrepreneurial way	The graduate actively engages in persuading managers of institutions and organisations of the need to conduct online sociological research.	[SK2] presentation/project/paper/ report

Subject contents

1. On mutual relations between sociology and information and communication technologies
2. Work on the research problem
3. Characteristics of the user population of new communication technologies in Poland
4. On the possibilities of ensuring quality in online research
5. Ethics in online research
6. Individual project consultations
7. Strategies for realizing netnography
8. Conducting online interviews
9. Online secondary source analysis
10. Rules for writing social research reports
11. Artificial intelligence as an opportunity and challenge in the process of realizing qualitative research
12. Presentations of projects

Prerequisites and co-requisites

Advancement to the second semester of studies with particular emphasis on methodological knowledge from the I and II semesters of studies.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Preparation and presentation of a research project	51.0%	100.0%

Recommended reading

Basic literature	1. P. Binder, Wywiady online w badaniach jakościowych okresu pandemii: inkluzywny potencjał, zagrożenie wykluczeniem i jakość gromadzonych danych, "Kultura i Edukacja" 2022, 137(3), s. 38-62. 2. DataReportal, Digital 2023: Global Overview Report. 3. A.S. Franzke [et al.], Internet Research: Ethical Guidelines 3.0., 2020. 4. P. Fussey, S. Roth, Digitizing Sociology: Continuity and Change in the Internet Era, "Sociology" 2020, 54(4), s. 659-674. 5. N. Koteyko, D. Hunt, Performing health identities on social media: An online observation of Facebook profiles, "Discourse, Context & Media" 2016, 12, s. 59-67.
Supplementary literature	1. L. Hamilton [et al.], Exploring the Use of AI in Qualitative Analysis: A Comparative Study of Guaranteed Income Data, "International Journal of Qualitative Methods" 2023, 22. 2. D. Jemielniak, Życie wirtualnych dzikich. Netnografia Wikipedii największego projektu współtworzonego przez ludzi, Wydawnictwo Poltext, Warszawa 2013, s. 273-287. 3. P. Tomanek, Znaczenia i działania: o rodzajach analizy forów internetowych, [w:] Praktyki badawcze, (red.) B. Fatyga, Instytut Stosowanych Nauk Społecznych UW, Warszawa 2015, s. 189-204.
eResources addresses	

Example issues/ example questions/ tasks being completed	1. What is the socio-demographic profile of Internet users in Poland? 2. What are the main ethical challenges associated with conducting online research? 3. What are the basic principles of conducting netnographic research? 4. What impact can artificial intelligence have on the conduct of sociological research?
Work placement	Not applicable

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