



## MODULE SPECIFICATION

Part 1: Information			
Module Title	The Automatic Society		
Module Code	UPCNAM-30-3	Level	3
For implementation from	September 2017		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	ACE	Field	Cultural Industries
Department	DACI		
Contributes towards	BA (Hons) Media Culture and Communication; BA (Hons) Media and Cultural Production		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description
<p>This module examines the impact and significance of three related technological developments that have shaped the course of digital media and culture in the Twenty first century: automation, Artificial Intelligence (AI) and Big Data. Through workshops, seminars and lectures, and student-led research projects, students will analyse these three phenomena as drivers of digital screen-based media innovations and as technological developments subject to widespread discussion and debate concerning their impacts on society, culture and lived experience.</p> <p>From chatbots to social media filtering and data mining, automated systems utilising artificial, designed forms of calculation and decision-making and even learning have emerged as central to the rise of smart, online, realtime media today. At the heart of these forms and systems are datafication processes involving the analysis and manipulation of the enormous data banks collected from the transactions, messages, posts, 'likes', sharing and other online activity of users utilising the software, cloud computing and other services available on various media devices connected to the networks of providers. Automation, AI and Big Data have played a key part in the 'disruption' of the broadcast media industry landscape with all the social, cultural, economic and political effects that have ensued. What is 'news' today and what are the ethical implications of automated cognition? Where and how do people find out things, develop their opinions and acquire knowledge? How do we understand social relations, the negotiation of political or cultural values, the formation of identity, the scope for creative invention or critical communication in a context where artificial and automated systems play a significant role in 'thinking' for us? And what are the ecological implications of big and social data in both cultural and environmental terms? These are some of the questions this module will explore.</p> <p>Students will develop highly pertinent understandings of key dynamics of the transformation of contemporary digital innovations in media and society generally. In class exercises will explore modes of big data analysis and data visualization as they are currently emerging as trends in knowledge production and dissemination. In class presentations will support students in the development of oral communication skills.</p>

**Part 3: Assessment**

Criteria	Relates to learning outcomes	Source of evidence
Engagement with relevant concepts and debates	1, 3	A1, A2
Relevant and focussed investigation using appropriate academic sources and research methods	1, 2, 3	A1, A2
Relevant audio-visual and online media research	1, 2, 3	A1, A2
Structure, clarity and presentation of written work and oral communication	4, 5	A1, A2

Plagiarism to be monitored via online submission resources for A2 and in class moderation for A1.  
 A2 to include formative element for development of project proposal.  
 A1 and A2 to offer media practice-based design and delivery options in accordance with relevant Degree programmes' learning outcomes and teaching and learning strategies.

Identify final timetabled piece of assessment (component and element)	A2	
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	<b>100%</b>	

**First Sit**

<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)
1. Seminar Research Presentation in class (15 minute) with documentation	30%
2. Individual Research Project with documentation (5,000 words or equivalent)	70%
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)
N/A	

**Resit (further attendance at taught classes is not required)**

<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)
1. Examination (1.5 hrs)	30%
2. Individual research project (5000 words or equivalent)	70%
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)
N/A	

**Part 4: Teaching and Learning Methods**

Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate a critical understanding of the historical formation and significance of automation, artificial intelligence (AI) and Big Data within contemporary digital culture (A1, A2)</li> <li>2. Adapt and deploy appropriately various methods including media ethnographic, practice-based, contextualisation and textual analysis methods for the study of automated digital objects, AI and Big Data-driven technological forms and processes (A1, A2)</li> </ol>
-------------------	---

3. Evaluate the impact of difference, diversity and inequality on the production and consumption of AI-based automated and robotic systems in the context of media research, production practices, industry models and public debate (A1, A2)
4. (A1, A2)
5. Effectively research and present ideas and arguments through group or individual work (A1)
6. Develop, research and complete an independent research project that mobilises significant theoretical frameworks in a rigorous and systematic way (A2)

Key Information Sets Information (KIS)

Key Information Set - Module data				
Number of credits for this module				
				30
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
300	72	228	0	300

Total Assessment

Total assessment of the module:

Written exam assessment percentage	0%
Coursework assessment percentage	70%
Practical exam assessment percentage	30%
	100%

Reading List

There is no single core textbook for this module, therefore access to a range of excerpts will be provided either in print or online. All further readings and viewings listed in the module handbook are available in the library or online. Students are not required to buy any audiovisual media or books for this module.

The development of literature searching skills in Level three is supported by a Library seminar provided within the first semester. These level three skills will build upon skills gained by the student whilst studying at levels one and two. Additional support is available through the library web pages, including interactive tutorials on finding books and journals, evaluating information and referencing. Sign-up workshops are also offered by the Library.

Titles below are available via reading lists:

O'Reilly Media Inc. 2015. *Big Data Now: 2015 Edition*. Sebastopol CA: O'Reilly Media Inc.

Bollier, David. 2010. *The Promise and Peril of Big Data*. Washington DC: The Aspen Institute.

Coté, Mark. 2014. "Data Motility: The Materiality of Big Social Data". *Cultural Studies Review*. Vol. 20, No. 1

Kitchin, Rob. 2014. *The Data Revolution: Big Data, Open Data, Data Infrastructures and their Consequences*. London: Sage.

Mayer-Schönberger, V., & Cukier, K. 2013. *Big data: A revolution that will transform how we live, work, and think*. Boston, MA: Eamon Dolan/Houghton Mifflin Harcourt.

Mosco, V. 2014. *To the Cloud: Big Data in a Turbulent World*. Boulder, CO: Paradigm Publishers.

	Stiegler, Bernard. 2016. <i>The Automatic Society</i> . Trans. Daniel Ross. Cambridge: Polity Press.
--	--

**FOR OFFICE USE ONLY**

First CAP Approval Date	21 March 2017 v1 <a href="#">Link to MIA</a>			
Revision CAP Approval Date		Version	2	<a href="#">Link to RIA</a>