MODULE SPECIFICATION

Part 1: Information			
Module Title	The Automatic Society		
Module Code	UPCNAM-30-3	Level	Level 6
For implementation from	2020-21		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Faculty of Arts Creative Industries & Education	Field	Cultural Studies
Department	ACE Dept of Creative & Cultural Industries		
Module Type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co-requisites	None		
Module Entry Requirements	None		
PSRB Requirements	None		

Part 2: Description
Overview: 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. **Educational Aims:** Students will develop highly pertinent understandings of key dynamics of the transformation of contemporary digital innovations in media and society generally. **Outline Syllabus:** 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.

Teaching and Learning Methods: 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.

Part 3: Assessment

Criteria: Engagement with relevant concepts and debates
Relates to learning outcomes: 1, 3
Source of evidence: A1, A2

Criteria: Relevant and focussed investigation using appropriate academic sources and research methods
Relates to learning outcomes: 1, 2, 3
Source of evidence: A1, A2

Criteria: Relevant audio-visual and online media research
Relates to learning outcomes: 1, 2, 3
Source of evidence: A1, A2

Criteria: Structure, clarity and presentation of written work and oral communication
Relates to learning outcomes: 4, 5
Source of evidence: 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.

First Sit Components	**Final Assessment**	**Element weighting**	**Description**
Presentation - Component A		30 %	Seminar Research Presentation Online (15 minute) with documentation
Final Project - Component A	✓	70 %	Individual Research Project with documentation (5,000 words or equivalent)
Resit Components	**Final Assessment**	**Element weighting**	**Description**
Final Project - Component A	✓	70 %	Individual research project (5000 words or equivalent)
Examination (Online) - Component A		30 %	Online Examination (24 hour window)

Part 4: Teaching and Learning Methods

Learning Outcomes

On successful completion of this module students will achieve the following learning outcomes:

Module Learning Outcomes	Reference
Demonstrate a critical understanding of the historical formation and significance of automation, artificial intelligence (AI) and Big Data within contemporary digital culture	MO1
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	MO2
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	MO3
Effectively research and present ideas and arguments through group or individual work	MO4
Develop, research and complete an independent research project that mobilises significant theoretical frameworks in a rigorous and systematic way	MO5

Contact Hours

Independent Study Hours:	
Independent study/self-guided study	228
Total Independent Study Hours:	228
Scheduled Learning and Teaching Hours:	
Face-to-face learning	72
Total Scheduled Learning and Teaching Hours:	72
Hours to be allocated	300
Allocated Hours	300

Reading List

The reading list for this module can be accessed via the following link:

https://uwe.rl.talis.com/index.html

Part 5: Contributes Towards

This module contributes towards the following programmes of study:

Media Culture and Communication [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19

Media and Cultural Production [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19

Media Culture and Communication [Sep][SW][Frenchay][4yrs] BA (Hons) 2018-19