



Module Specification

The Automatic Society

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Part 1: Information

Module title: The Automatic Society

Module code: UPCNAM-30-3

Level: Level 6

For implementation from: 2021-22

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

Partner institutions: None

Delivery locations: Frenchay Campus

Field: Cultural Studies

Module type: Project

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body 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.

Features: Not applicable

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.

Part 3: Teaching and learning methods

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.

Module Learning outcomes:

MO1 Demonstrate a critical understanding of the historical formation and significance of automation, artificial intelligence (AI) and Big Data within contemporary digital culture

MO2 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

MO3 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

MO4 Effectively research and present ideas and arguments through group or individual work

MO5 Develop, research and complete an independent research project that mobilises significant theoretical frameworks in a rigorous and systematic way

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: 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.

Assessment components:

Presentation - Component A (First Sit)

Description: Seminar Research Presentation in class (15 minute) with documentation

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Final Project - Component A (First Sit)

Description: Individual Research Project with documentation (5,000 words or equivalent)

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5

Final Project - Component A (Resit)

Description: Individual research project (5000 words or equivalent)

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

Examination (Online) - Component A (Resit)

Description: Examination (48 hour window)

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Media and Cultural Production [Sep][FT][HKUSpace][2yrs] BA (Hons) 2020-21

Media and Cultural Production [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20

Media Culture and Communication [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20

Media Culture and Communication {Foundation}[Sep][FT][Frenchay][4yrs] BA (Hons)
2018-19

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

Media and Cultural Production {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons)
2018-19

Media Culture and Communication [Sep][SW][Frenchay][4yrs] BA (Hons) 2019-20