



Module Specification

Digital Media and Society

Version: 2026-27, v3.0, Approved

Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	4
Part 4: Assessment.....	5
Part 5: Contributes towards	7

Part 1: Information

Module title: Digital Media and Society

Module code: UZSSJQ-30-3

Level: Level 6

For implementation from: 2026-27

UWE credit rating: 30

ECTS credit rating: 15

College: College of Health, Science & Society

School: CHSS School of Social Sciences

Partner institutions: None

Field: Sociology and Criminology

Module type: Module

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 is designed to help students explore and understand the history and contemporary condition of digital media in a social context.

Features: Not applicable

Educational aims: This module aims to investigate the main social effects on our everyday lives of the proliferation of new communication technologies and

computational devices within the context of an informational capitalist society dominated by networked power.

Outline syllabus: The syllabus will typically include:

Theories of cyberspace and computer-mediated social interaction

Virtuality and late modernity

Narratives of cyberspace and ubiquitous computing

The nature of social relations in cyberspace

Cyberspace, cyborgification and the body

Simulated and augmented realities

Cyber-surveillance and panopticism

Self and identity in cyberspace

Crime in cyberspace (identity theft; race, hate and gender crimes; children at risk; global criminal networks)

Work and employment in cyberspace

Communities of space and place, social media and virtual worlds

Politics, protest and new social movements in cyberspace

Cyborgs, relational artefacts and humanoid social robots

Psycho-social perspectives on attachment to mobile technologies

Digital research methods and new strategies in social research

Part 3: Teaching and learning methods

Teaching and learning methods: The teaching and learning strategy for this module is embedded within a situated learning model where learning takes place in the context to which it refers – in this case the internet and world wide web. Where possible teaching and learning will involve computer mediated communication as a vehicle for, and an object of, enquiry based learning. The teaching and learning methods are focused on development of subject knowledge and understanding together with acquisition of work-relevant transferable skills that will enhance the personal and professional development of our students.

Scheduled Learning:

The teaching and learning strategy will be realised through workshops organised around the model of the flipped classroom. The latter prescribes a reversal of traditional teaching where students gain first exposure to new material outside of the classroom, usually via reading or lecture videos, allowing class time to be used to focus on the work of assimilating, embedding and enhancing knowledge through activities such as collaborative investigation, problem-solving, discussion or debates. The main purpose of flipping the classroom is to shift from passive to active learning in order to achieve deep learning of subject specific knowledge and to enhance development of higher level cognitive skills such as analysis, synthesis and evaluation.

Independent learning:

This will include individual and team-based study, completion of essential and recommended reading, preparation for collaborative group-based tasks, case-study preparation, wiki-building, blogging and preparation and completion of formative and summative assignments.

Students will spend three hours per week (i.e.72 hours in total) in workshops and

guided tutorials. The workshops will be of two hours duration and will involve both face to face and in-world interaction. Tutorials will last for one hour and will involve both synchronous and asynchronous forms of computer-mediated communication. In addition, there is an expectation that students will spend time engaged in independent reading and/or research.

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

MO1 A detailed understanding of a range of sociological approaches to the study of digital media

MO2 An in-depth understanding of origins and development of material, symbolic and experiential narratives of digital media

MO3 An awareness of current issues, controversies and trends in the sociology of digital media

MO4 An awareness of the ethical and methodological issues associated with the practice of sociological research of digital media

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/uzssjq-30-3.html) via the following link <https://uwe.rl.talis.com/modules/uzssjq-30-3.html>

Part 4: Assessment

Assessment strategy: It is axiomatic that effective assessment must test achievement of the set learning outcomes. In summary, the learning outcomes for this module relate to achievement of sociological understanding of the effects of the society wide engagement with digital media on institutional and interactional orders.

The assessment strategy for this module aims to measure the level of sociological knowledge and understanding achieved by students through a blend of summative assessment (assessment of learning) and formative assessment (assessment for learning).

Summative Assessments:

Assessment Task 1: Personal technology narrative (2000 words maximum) will enable students to produce an experiential narrative of their use of digital technology informed by critically reflective application of the sociological imagination.

Assessment Task 2: Individual reflective assignment (1500 words maximum) where students review and reflect on their use of a suitable LLM (large language model, e.g. ChatGPT)

This includes a 1000 word critical review and a 500 word critical reflection.

Formative Assessment and Feedback:

Enquiry based learning tasks will be set throughout the delivery of the module in order to provide opportunities for group learning and for formative feedback. It should be noted that marks from formative exercises will not contribute directly to the summative marks for the module. Synchronous and asynchronous communications (for example presentations, wiki's and blogs) will be evaluated and commented on by tutors in the course of the module.

Assessment criteria used for each element in assessment strategy will be provided for students via Blackboard.

Assessment tasks:

Reflective Piece (First Sit)

Description: Individual reflective assignment based on a critical review of AI (1500 words maximum)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Written Assignment (First Sit)

Description: Narrative Report (2000 words maximum)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Reflective Piece (Resit)

Description: Individual reflective assignment based on a critical review of AI (1500 words maximum)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Written Assignment (Resit)

Description: Narrative Report (2000 words)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Sociology {Foundation} [Frenchay] BA (Hons) 2022-23

Sociology with Psychology {Foundation} [Frenchay] BSc (Hons) 2023-24

Sociology with Psychology [Frenchay] BSc (Hons) 2023-24

Sociology {Foundation} [Frenchay] BA (Hons) 2023-24

Criminology and Sociology [Sep][PT][Frenchay][6yrs] BA (Hons) 2021-22

Criminology and Sociology {Foundation} [Frenchay] BA (Hons) 2023-24

Sociology [Sep][PT][Frenchay][6yrs] BA (Hons) 2021-22

Sociology [Frenchay] BA (Hons) 2022-23

Sociology [Frenchay] BA (Hons) 2023-24

Criminology and Sociology [Frenchay] BA (Hons) 2023-24

Sociology [Frenchay] BA (Hons) 2024-25

Criminology and Sociology [Frenchay] BA (Hons) 2024-25

Sociology with Psychology [Frenchay] BSc (Hons) 2024-25

Sociology [Frenchay] BA (Hons) 2023-24

Sociology with Psychology {Foundation} [Frenchay] BSc (Hons) 2023-24

Sociology [Frenchay] BA (Hons) 2024-25

Criminology and Sociology [Frenchay] BA (Hons) 2024-25

Sociology with Psychology [Frenchay] BSc (Hons) 2024-25

Criminology and Sociology [Frenchay] BA (Hons) 2023-24

Sociology with Psychology [Frenchay] BSc (Hons) 2023-24

Sociology [Frenchay] BA (Hons) 2024-25

Criminology and Sociology {Foundation} [Frenchay] BA (Hons) 2022-23

Sociology with Psychology {Foundation} [Sep][PT][Frenchay][8yrs] BSc (Hons) 2020-21

Sociology with Psychology {Foundation} [Frenchay] BSc (Hons) 2022-23

Sociology with Psychology [Frenchay] BSc (Hons) 2022-23

Sociology with Psychology {Foundation} [Frenchay] BSc (Hons) 2023-24

Sociology {Foundation} [Sep][PT][Frenchay][8yrs] BA (Hons) 2019-20

Sociology {Foundation} [Sep][PT][Frenchay][8yrs] BA (Hons) 2020-21

Sociology [Sep][PT][Frenchay][6yrs] BA (Hons) 2021-22

Sociology {Foundation} [Frenchay] BA (Hons) 2022-23

Sociology [Frenchay] BA (Hons) 2022-23

Sociology {Foundation} [Frenchay] BA (Hons) 2023-24

Sociology [Frenchay] BA (Hons) 2023-24

Sociology [Frenchay] BA (Hons) 2022-23

Sociology [Frenchay] BA (Hons) 2023-24

Sociology [Frenchay] BA (Hons) 2024-25

Sociology with Psychology [Frenchay] BSc (Hons) 2022-23

Sociology with Psychology [Frenchay] BSc (Hons) 2023-24

Sociology with Psychology [Frenchay] BSc (Hons) 2024-25

Sociology with Psychology {Foundation} [Frenchay] BSc (Hons) 2022-23

Sociology with Psychology {Foundation} [Frenchay] BSc (Hons) 2023-24

Criminology and Sociology [Frenchay] BA (Hons) 2022-23

Criminology and Sociology {Foundation} [Frenchay] BA (Hons) 2022-23

Sociology {Foundation} [Sep][PT][Frenchay][8yrs] BA (Hons) 2019-20

Sociology {Foundation} [Sep][PT][Frenchay][8yrs] BA (Hons) 2020-21

Sociology with Psychology {Foundation} [Sep][PT][Frenchay][8yrs] BSc (Hons) 2020-21

Sociology with Psychology [Frenchay] BSc (Hons) 2022-23

Sociology with Psychology {Foundation} [Frenchay] BSc (Hons) 2022-23