Module Specification

Applied Social Science in UX

Version: 2025-26, v2.0, 12 Feb 2024

Contents

Part 1: Information

Module title: Applied Social Science in UX

Module code: UFCE44-15-2

Level: Level 5

For implementation from: 2025-26

UWE credit rating: 15

ECTS credit rating: 7.5

College: College of Arts, Technology and Environment

School: CATE School of Computing and Creative Technologies

Partner institutions: University Centre Weston

Field: Computer Science and Creative Technologies

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: Building accessibility into UX projects, from design to evolution, requires more than just data science, it requires some of the cluster of disciplines known as social science. Data is generated by people it is from an understanding of people that that we must source the most effective and applicable methods to interrogate UX and ensure that all are able to engage and safety consume.

You will be engaged in discussion and debate about how some of the processes,

methods, techniques and tools that a selection of social sciences use facilitates human interactions. We will focus on; anthropology, geography, human geography, linguistics, psychology & sociology.

Do not feel that what are sometimes called "soft sciences" will be a soft learning curve. The embracing of all kinds of people, focussing particularly on the desire to be inclusive of all kinds of people, will find helpful edges in UX design, definition and deployment that will feed back to your everyday working life.

Features: Not applicable

Educational aims: This module aims to support you in your research and critical analysis of appropriate structures and methods in social science. For you to then discuss and disseminate an appropriate information corpus through discussion with different cohorts of people.

This would lead to your enhanced critical understanding of the intersection of the worlds of UX and social science as disciplines; further to this you would be expected to recognise that there is much more to learn and to recognise your biases.

The module aims to help you understand the interconnectivity of data, people, emotions, news, events, design and the place of people in these interactions.

Outline syllabus: The application of social science in UX.

Important uses of social science in helping UX become accessible.

Drawing qualitative and quantitative information and knowledge into focus.

Planning for people and recognising where science becomes surveillance.

Part 3: Teaching and learning methods

Teaching and learning methods: Introductory lectures covering the fundamentals and socio-economic underpinning of the module before progressing onto practical

engagements.

These would be through a series of lessons, workshops and practical self-generated topics in discussion groups.

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

MO1 Evaluate how relevant social science concepts impact on how UX is consumed and understood from different perspectives.

MO2 Gather an understanding of the practicalities of engaging in disparate user groups as understood by a limited selection of social sciences.

MO3 Effectively communicate your understanding of the intersection of social science with digital UX to specialist and non-specialist audiences.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 118 hours

Face-to-face learning = 32 hours

Total = 150

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link
https://rl.talis.com/3/uwe/lists/9A2CA5DB-5F99-70DA-2E21-F8D4FCB8F322.html?lang=en-GB&login=1

Part 4: Assessment

Assessment strategy: This module is assessed via a detailed report.

The report will be based on your own investigations into the designated social scientific disciplines, though that understanding will be contextualised through a set of formal discussions.

These formal discussions can be between your peers, your workplace, or from other cohorts of your choosing.

A particular focus on the structure of the discussions and, potentially, the movement of that structure over time is encouraged as are your actions to think and construct imagery recognising the interplay of data types and user types, for instance.

Where possible, this report should have an industry/employer input to ensure the module is aligned to commercial expectations.

Tutor-lead formative feedback will be available throughout the module.

Assessment tasks:

Report (First Sit)
Description: A 2000 Word report with Discussion Groups based up provided case studies, prototypes, or designs.

Topics may include: Investigation, Executive summary of Social science in UX, The human in the machine, accessibility, discussion understandings and conclusions.
Weighting: 100 %
Final assessment: Yes
Group work: No
Learning outcomes tested: MO1, MO2, MO3

Report (Resit)
Description: A 2000 Word report with Discussion Groups based up provided case studies, prototypes, or designs.

Topics may include: Investigation, Executive summary of Social science in UX, The human in the machine, accessibility, discussion understandings and conclusions.
Weighting: 100 %
Final assessment: Yes
Group work: No

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study: