SYLLABUS

1. Course title:

Digital Media and Behavior

2. Code:

3. Cycle of study:

1

4. ECTS credits:

2

5. Type of course:

◯ Mandatory   ◉ Elective

6. Prerequisites:

7. Class restrictions:

8. Duration / semester:

1   4

9. Weekly contact hours:

9.1. Lectures:	2
9.2. Seminars:	0
9.3. Laboratory/Practice classes:	0

10. Faculty:

Humanities and Social Sciences

11. Department/study program:

Pedagogy-Psychology/Psychology

12. Lecturer:

Mirza Mahmutović

13. Lecturer's e-mail:

mirza.mahmutovic@unitz.ba

14. Web site:

www.ff.untz.ba

15. Course aims:

• to explain key concepts and theoretical approaches for analyzing the role of digital media in shaping individual and group attitudes, values and behaviors;
• to discuss the principles and implications of the development and use of digital media as persuasive technologies;
• to explain the anatomy, types and mechanisms of digital platforms;
• to reflect on the interconnectedness between changes in the structure of human interactions and institutions and digital media development;
• to review current research and application of digital media as tools for manipulation, misinformation and propaganda;
• to explain the nexus between digital media and social movements, civic activism and political participation;
• develop students' abilities to reflect upon the ethical issues associated with the design and use of digital media.

16. Learning outcomes:

Upon successful completion of the course, students will be able to:
• demonstrate knowledge of the key concepts, debates and theoretical approaches in the field of digital media studies;
• demonstrate knowledge and understanding of the relevance of digital media and their use for the formation and changes of attitudes, as well as behavior modification;
• be knowledgeable of the current research concerning the impact of digital media on behavior;
• use literature to solve different theoretical and practical problems associated with this course, as well as independently search and identify additional literature relevant for the course;
• independently identify, analyze and present, in text-based and oral forms, socio-psychological phenomena associated with digital media, using the theoretical approaches discussed in the course;
• pass progress tests and final exam at the end of semester.

17. Course content:

1. Approaches to the study of human-media relationship: introduction to the study of digital media (key concepts, debates and theoretical traditions);

2. The history of media effects scholarship, particularly influences on attitudes, values and behavior: an overview of the main insights (types of media effects, mediate and moderated factors, models of effects);

3. Digital media as persuasive technologies: modification of cognitive, emotional and behavioral characteristics (captological triad, tool-media-actors);

4. Digital platforms: discovery and use of behavioral surplus (effects of datafication, selection and commodification mechanisms);

5. Digital media, techno-socialization and self: development and expression of identity in digital culture;

6. Connectedness in the digital media environment: friendship, entertainment, interpersonal conflicts and abuse;

7. Visual digital media, pleasure and self: dilemmas of personality branding; presentation and evaluation of individual student work;

8. Digital media, news and political participation: challenges of producing, distributing and using information in a hybrid media environment;

9. Digital media, propaganda and manipulation: sharing, databases, algorithms and surveillance;

10. Digital media, activism and social movements: technologically conditioned inequalities, divisions and resistances of power;

11. Digital media and mediation of traumatic experiences;

12. Digital media, upbringing and education of children;

13. Research methods of digital media as indicators of socio-psychological phenomena;

14. Ethical aspects of digital media design and use;

15. Presentation and evaluation of student group projects.

18. Learning methods:

Methods of instruction include interactive lectures, slide presentations, media materials, class discussions, practical exercises, individual and team assignments-projects. All lecture are given in Bosnian/Croatian/Serbian languages.

19. Assessment methods:

The methods of assessment are based on the continuous evaluation of the knowledge during semester and on the final exam.

1) Attendance and In-class Participation

All students are obliged to attend 80% of the class tutorials. Each student is expected to actively participate in class discussion related to the course agenda. Active participation includes being prepared for class by having read the assignment, participating in discussions and activities, and active listening. Students can earn a maximum of 20 points for attendance and active in-class participation.

2) Progress Tests

There will be two progress exams during semester. The first progress test will be held in the middle of the semester and will consist of the preparation and presentation of an essay. The second progress test will be held before the end of the semester and will consist of the preparation, presentation and defense of a group project. The structure and guidelines for writing essays and group projects will be explained in detail at the beginning of the semester. Students can earn a maximum of 15 points per test, cumulatively maximum 30 points.

3) Final Exam

The final exam is in written form, and test includes the topics covered over the entire semester. Students can earn a maximum of 50 points on the final exam.

20. Assessment components:

Evaluation criteria with points:
1. Attendance - max. 8 points
2. In-class active participation - max. 12 points
3. First colloquial exam - max. 15 points
4. Second colloquial exam - max. 15 points
5. Final exam - max. 50 points
Total points: 100
The following is the grading scale, showing the points, numerical grade, descriptive grade and letter grade:
0-53 5 (five) fail F
54-63 6 (six) satisfactory E
64-73 7 (seven) good D
74-83 8 (eight very good C
84-93 9 (nine) excellent B
94-100 10 (ten) outstanding A

21. Required reading list:

• Chayko, M. (2019). Superpovezani: Internet, digitalni mediji i tehno-društveni život, Beograd: Clio.
• Vozab, D. (2019). (Ne)informirani građani: politička participacija u novom medijskom okolišu, Zagreb: Jesenski i Turk.
• Stiegler, B. /ur./ (2016). Studije digitalnog. Organologija znanja kognitivine tehnologije. Beograd: Fakultet za medije i komunikacije.
• Gere, C. (2011). Digitalna kultura, Beograd: Clio.
• Potter, J. (2011). Medijska pismenost, Beograd: Clio.
• Rutović, Ž. (2015). Homo mašina. Cetinje-Novi Sad: Obod-Forin.
• Hadžiselimović, Dž., Plavšić, M., Pregrad, J. i Rusijan, Ljuština, V. (2009). Psihologija, mediji, etika, Pula: Društvo psihologa Istre.
• Baraković, V. (2019). Etika digitalnog doba. Nikšić: Medijska kultura.
• Baraković, V. i Mahmutović, M. (2017). Posredovanje seksualnog nasilja. Tuzla: OFF-SET.

In addition to the listed literature, students will be recommended additional literature, recent books and scientific articles (in Bosnian/Croatian/Serbian and English languages).

22. Web sources:

23. Applicable starting from the academic year:

2022/2023

24. Adopted in the Faculty/Academy session: