Module code: MOD007477	Version: 1 Date Amended: 27/Jan/2020

1. Module Title

Digital Media Theory: Social Media, AI, and the Cultures of the Internet

2a. Module Leader

Tanya Horeck

2b. School

Cambridge School of the Creative Industries

2c. Faculty

Faculty of Arts, Humanities, Education and Social Sciences

3a. Level

5

3b. Module Type

Standard (fine graded)

4a. Credits

15

4b. Study Hours

150

5. Restrictions

Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

Contemporary media culture is primarily a culture of the digital, mediated through digital computers, mobile communication devices and networks. By now it is clear that social and networked media has transformed many of the ways that we communicate and connect, think, act, and feel in the 21st century. This module introduces the key themes and debates through which to understand digital culture, including an address to the history of digital technologies and the Internet. Themes discussed on the module include: the study of specific social media platforms and practices (e.g. Facebook, Instagram, Twitter); memes and virality; data visualisation and interface design; affective computing; Cyborgs, sentient robots, and AI; Attention, distraction, and cognition in online cultures; GIF cultures; networked temporality; postdigital aesthetics; and other topics.

Through formative and summative assessments, students will have the opportunity to engage directly with digital technologies and platforms, as well as to study and reflect on how they are used, through in-depth case study/digital ethnographic research. The module seeks to promote digital literacy as well as foster critical thinking around digital media cultures and subjects.

6b. Outline Content

The origins of Digital Culture: From Arpanet to Web 1.0

What is code? What is an algorithm? Why does it matter?

Cultures of Connectivity: The emergence of Web 2.0 and Participatory

Cultures of the Internet

-blog theory

-interface design, visualisation and big data

-hashtags, virality and meme culture: the 'wonderful creepiness' of new media

-Enter Web 3.0: A new era for digital network cultures?

-Platform Politics / Online Activisms

Emotion, Affect, and Bodies in Code

Having Emotions and Gesturing in Public: GIF, Vine, TikTok

-Sentient AI and Digital Intimacies: From Siri to Samantha

Wasting Time on the Internet

-Attention, Distraction, and the creation of value online

-Network Time

6c. Key Texts/Literature

The reading list to support this module is available at: https://readinglists.aru.ac.uk/

6d. Specialist Learning Resources

Rooms with DVD/VCR screening facilities. Some weeks might need a game suite with computers and appropriate game software.

7. Learning Outcomes (threshold standards)

No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Demonstrate detailed understanding of digital culture, including social and networked media technologies and publics.
2	Knowledge and Understanding	Demonstrate detailed and critical knowledge of one particular new media phenomenon
3	Intellectual, practical, affective and transferrable skills	Select and synthesise from a range of appropriate sources in the production of reasoned argument concerning the issue of digitality
4	Intellectual, practical, affective and transferrable skills	Summarise and reflect on seminar discussions together with readings and other appropriate sources

8a. Module Occurrence to which this MDF Refers

Year	Occurrence	Period	Location	Mode of Delivery
2024/5	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence

Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	0	N/A	N/A
Other teacher managed learning	24	1-4	2 x 2 hour seminar per week
Student managed learning	126	1-4	Seminar preparation, reading and research, assignment work
TOTAL:	150		

9. Assessment for the above Module Occurrence

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	2-3	25 (%)	Fine Grade	30 (%)

Lecture diary 1000 words

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	1-4	75 (%)	Fine Grade	30 (%)

Essay 2000 words

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:
(a) achieve the qualifying mark for each element of fine graded assessment as specified above
(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]