

**DSE-02B : Discipline Specific Elective - 2
Technology and Human Interaction**

**B.A. (Hons.) Humanities & Social Sciences - Semester IV
Cluster Innovation Centre, University of Delhi**

Credit Distribution, Eligibility and Pre-requisites of the Course						
Course Title & Code	Credits	Credit Distribution			Eligibility Criteria	Pre-requisite
		L	T	P		
Constructively Engaging with Social Media (UPC: 3123102008)	4	1	0	3	Class XII Pass	Students must be familiar with the concepts (or related concepts) taught under Technology & Society (DSC-02)
<i>L = Lecture; T = Tutorial; P = Practical/Practice; UPC = Unique Paper Code</i>						

Learning Objectives

The learning objectives of this course are as follows:

- To engage students with various dimensions, debates and discourses related to social media.
- To analyse the impact of social media on society, culture and individuals.
- To make students learn effective social media strategies for education, innovations and entrepreneurship.

Learning Outcomes

Upon completion of this course,

- students will be able to engage with the various dimensions, debates and discourses related to social media.
- students will be able to analyse and assess various impacts of social media.
- students will be skilled in using social media strategies in the areas of education, innovations and entrepreneurship.

Outline of DSE-02B

The advent of social media has revolutionised human communication and relations in unimaginable ways. It has surmounted the geographical distance and national boundaries connecting millions across the globe. However, this has also presented new challenges from the point of view of an individual, culture and society. This is an intervention-based module and therefore students will be mentored to constructively use social media towards their individual growth as well as for public good. By understanding the unique character of various social media platforms and their potential, students will be encouraged to use these tools for social good. Students will work towards developing awareness campaigns exploiting strengths of social media, content creation and utilising social media potential for social innovations and entrepreneurship.

Theoretical Component (15 hours)

- History and evolution of social media
- Network Theory
- Technological Determinism
- Mediated Communication
- Surveillance Capitalism

Indicative Themes

- Social media and awareness campaigns

- Social media as an alternative to mainstream media
- Using social media for crowdsourcing
- Using social media for start-ups

Practical component (90 hours)

Depending on the theme chosen by the group of students the practical component may entail learning through practical exercises like identifying relevant social media platforms/cases/strategies/fields, learning to analyse them objectively and critically in a sociological context, interviews with experts and end users of technology, observations, group discussions with stakeholders, designing social media strategies in the areas of education, innovations and entrepreneurship, awareness campaigns with regard to social media platforms use and abuse, participating in and conducting workshops, etc., or any other practical deemed fit by the teacher in the context of Constructively engaging with Social Media. Fieldwork is a practical component integral to this paper. Other compulsory practical components include:

- Social Media Site Management: Making and managing profiles on Facebook, Instagram, X, LinkedIn, Pinterest etc.
- Making and uploading videos on YouTube
- Safe Social Media Practices

Readings

1. Castells, M. (2010). *The Rise of the Network Society*. Wiley-Blackwell.
2. McLuhan, M. (1964). *Understanding Media: The Extensions of Man*. McGraw-Hill.
3. Boyd, D., & Ellison, N. (2007). "Social Network Sites: Definition, History, and Scholarship." *Journal of Computer-Mediated Communication*, 13(1).
4. Barabási, A.-L. (2003). *Linked: How Everything Is Connected to Everything Else*. Plume.
5. Zuboff, S. (2019). *The Age of Surveillance Capitalism*. PublicAffairs.
6. Postman, N. (1993). *Technopoly: The Surrender of Culture to Technology*. Vintage.

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.
