

UČNI NAČRT PREDMETA / COURSE SYLLABUS

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|----------------------|---------------------|
| Predmet: | Virtualne skupnosti |
| Course title: | Virtual Communities |

| Študijski program in stopnja Study programme and level | Študijska smer Study field | Letnik Academic year | Semester Semester |
|--|--------------------------------------|--------------------------------|-----------------------------|
| Informatika v sodobni družbi, magistrski študijski program druge stopnje | | Prvi | Prvi |
| The second cycle masters study programme Informatics in Contemporary Society | | First | First |

Vrsta predmeta / Course type Obvezni / Obligatory

Univerzitetna koda predmeta / University course code: 1-ISD-MAG-VS-2025-01-17

| Predavanja Lectures | Seminar Seminar | Vaje Tutorial | Klinične vaje work | Druge oblike študija | Samost. delo Individ. work | ECTS |
|-------------------------------|---------------------------|-------------------------|------------------------------|-----------------------------|--------------------------------------|-------------|
| 30 | 0 | 5 | 0 | 0 | 145 | 6 |

Nosilec predmeta / Lecturer: red. prof. dr. Matej Makarovič, red. prof. dr. Tea Golob

Jeziki / Languages: **Predavanja / Lectures:** Slovensko, angleško / Slovenian, English

Vaje / Tutorial: Slovensko, angleško / Slovenian, English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Uvodni predmet. Ni dodatnih pogojev.

Prerequisites:

Introductory course. No additional conditions.

Vsebina:

Predmet seznanja s koncepti človeške interakcije in skupnosti v sociološkem smislu, tako da razlikuje med različnimi tipi skupnosti in njihovo evolucijo. Obravnava vprašanja, kot so identitete, identifikacije, odtujitev, racionalnost, pripadnost, vključenost in izključenost. Te zadeve povezuje z različnimi sociološkimi pogledi. Predmet izrecno povezuje tehnološki razvoj s premiki v človeških skupnostih in lastnostmi slednjih, vključno z naraščajočo sposobnostjo ljudi, da si zamišljajo skupnosti in stopajo v

Content (Syllabus outline):

The course introduces the concepts of human interaction and community in sociological terms, distinguishes between different types of communities and their evolution. It deals with the issues such as identities, identifications, alienation, rationality, belonging, inclusion and exclusion. It links these issues to a variety of sociological theoretical perspectives. The course explicitly relates the technological development to the shifts in the features of human communities including the increasing ability of people

interakcije onstran ozkih lokalnih in teritorialnih meja. Premet se tako ukvarja s tehnologijo in z njo povezanimi družbenimi transformacijami, kot so:

- povezanost med tehnologijo komunikacije in naravo skupnosti (evolucijska vloga pisave, tiska, audiovizualnih medijev in informacijskih tehnologij)
- Mešani učinki elektronskih medijev tako v smeri »globalne vasi« kot tudi močnega ohranjanja etničnih/religioznih skupnosti
- Naraščajoče transnacionalne mobilnosti in identifikacije, vse bolj podprte z IKT in s transportom povezanimi tehnologijami
- Lastnosti on-line virtualnih skupnosti, ki temeljijo na razvoju svetovnega spleta
- politični vidiki on-line skupnosti (družbena in politična participacija in mobilizacija ter protest...)
- ekonomski vidiki on-line skupnosti (potrošništvo, marketing, vprašanja zasebnosti...)

Poleg tega predmet nudi poseben fokus na slednjih s podrobnejšim preučevanjem na svetovnem spletu temelječih socialnih omrežij, spletnih forumov, klepetalnic, virtualnih svetov itd. Nekatere ključne koncepte iz sociološke teorije so uporabljeni za spletno utemeljene virtualne skupnosti. Ukvarjamo se tudi s tem, kako se virtualne skupnosti razvijajo in kako učinkujejo na življenja in interakcije ljudi ter skupnosti onstran on-line virtualnih. Preučevali in reflektirali bomo njihove učinke na učenje, podjetništvo, politično in družbeno participacijo ter vsakdanje življenje.

Študenti bodo tudi seznanjeni in bodo v praksi uporabili nekatere temeljne raziskovalne tehnike za virtualne skupnosti.

to imagine communities and interact beyond the narrow local and territorial boundaries. The course will thus deal with the technology related social transformations such as:

- the connectedness between the technology of communication and the nature of the community (the evolutionary role of writing, press, audio-visual media and information technology)
- the mixed-effects of electronic media toward both the 'global village' and the strong persistence of ethnic/religious communities
- the increasing transnational mobilities and identifications increasingly supported by ICT and transport related technologies.
- the features of on-line virtual communities based on the development of the www
- the political aspects of on-line communities (social and political participation, mobilisation and protest...)
- the economic aspects of on-line communities (consumerism, marketing, privacy issues...)

Moreover, the course provides a special focus on the latter with a more detailed exploration of web based social networks, internet forums and chat rooms, virtual worlds etc. Some key concepts from sociological theory are applied to the www based virtual communities. We also deal with the practical issues such as how virtual communities develop and how do they affect the lives and interactions of people and communities beyond the on-line virtual ones. Their impact on learning, entrepreneurship, political and social participation and everyday life is studied and reflected.

Students are also introduced to and practically apply some basic techniques of research of the virtual communities.

Temeljni literatura in viri / Readings:

- Lazakidou, Athina A. (2012): Virtual communities, social networks and collaboration. New York: Springer.
- Rheigold, Howard (2000): The Virtual Community: Homesteading on the Electronic Frontier. Cambridge: The MIT Press.
- Priya Parker (2019): The Art of Gathering: How We Meet and Why It Matters. Penguin
- Marissa King (2021). Social Chemistry: Decoding the Patterns of Human Connection. Hodder & Stoughton;
- David Spinks (2021): The Business of Belonging: How to Make Community your Competitive Advantage. John Wiley & Sons Inc.
- Krajši odlomki iz drugih virov

Cilji in kompetence:

Učna enota prispeva k razvoju naslednjih splošnih in predmetno specifičnih kompetenc:

- poznavanje in razumevanje kulturnih in družbenih procesov in sposobnost njihove kompleksne analize
- uporaba metodoloških orodij, tj. izvajanje, koordiniranje in organiziranje raziskav, uporaba raznih raziskovalnih metod in tehnik ter ocenitev njihove uporabnosti
- sposobnost sinteze izvirnih idej, konceptov in rešitev določenih problemov iz različnih disciplinarnih področij.
- razvoj kritične in samokritične presoje
- zmožnost za prepoznavanje in izkoriščanje priložnosti, ki se ponujajo v delovnem in družbenem okolju (ki se izkazujejo kot podjetniški duh in aktivno državljanstvo)
- poznavanje in razumevanje interakcij med informacijsko komunikacijsko tehnologijo in sodobno družbo
- sposobnost za reševanje konkretnih družbenih in delovnih problemov z uporabo družboslovnih znanstvenih metod in postopkov;
- razvoj veščin in spretnosti pri uporabi znanja na področju družbenih ved in informatike s

Objectives and competences:

The instructional unit contributes to the development of the following general and subject-specific competences:

- knowledge and understanding of cultural and social processes and their ability to complex analysis
- use of methodological tools, i.e. implementation, coordination and organisation of research, use of various research methods and techniques
- competence to form original ideas, concepts and solutions for specific problems from different disciplines
- development of critical and self – critical judgement
- the ability to recognise and take advantage of the opportunities, arising in work and social environment (and shown as the entrepreneurial spirit and active citizenship)
- knowledge and understanding of interactions between the information communication technology and the modern society,
- the ability to solve social and labour problems by using social scientific methods and procedures;
- development of skills for usage of knowledge in the social sciences and informatics by means of solving theoretical or empirical problems;

pomočjo reševanja teoretičnih ali empiričnih problemov

Predvideni študijski rezultati:

Znanje in razumevanje:

Študent(ka):

- Razume in uporablja sociološki koncept skupnosti in ga povezuje z drugimi ključnimi koncepti
- Primerja različne tipe skupnosti in jih postavlja v zgodovinsko in evolucijsko perspektivo
- Razume učinke posameznih tehnologij na ustvarjanje in ohranjanje različnih tipov skupnosti
- Aplicira relevantne sociološke koncepte na preučevanje virtualnih skupnosti
- Je sposoben(a) uporabiti temeljne raziskovalne metode za virtualne skupnosti
- Lahko prispeva k oblikovanju in razvoju virtualnih skupnosti

Intended learning outcomes:

Knowledge and understanding:

The student:

- Understands and applies the sociological concept of community and its relation to other key concepts
- Compares different types of communities and places them in historical and evolutionary perspectives
- Understands the impact of particular technologies to the creation and persistence of different types of communities
- Applies relevant sociological concepts to the exploration of virtual communities
- Is able to apply basic research methods to the virtual communities
- Is able to contribute to the design and development of virtual communities

Metode poučevanja in učenja:

- Predavanja in vaje na podlagi intenzivnih refleksij in diskusij v skupini in manjših skupinah študentov
- Individualni študij literature
- On-line študijske metode (moodle, socialni mediji)
- Individualno in/ali skupinsko raziskovanje posameznih primerov virtualnih skupnosti
- Preučevanje primerov, ki ponazarjajo teorijo, v skupinah in individualno: samostojno in/ali s pomočjo učitelja in/ali asistenta
- Ustne prezentacije ugotovitev in refleksij posameznih študentov s kritičnimi odzivi drugih študentov

Learning and teaching methods:

- Lectures and tutorials based on intensive reflections and discussions within the group and smaller groups of students
- Individual study of literature
- On-line study methods (moodle, social media)
- Individual and/or group research of particular cases of virtual communities
- Exploring the examples illustrating the theory in groups and individually: individually and/or assisted by the teacher and/or teaching assistant
- Oral presentations of findings and reflections by individual students with critical responses by other students

| Načini ocenjevanja: | Delež (v %) / Weight (in %) | Assessment: |
|---|--------------------------------|---|
| Način (pisni izpit, ustno izpraševanje, naloge, projekt) <ul style="list-style-type: none"> • Sprotno projektno delo | 100 | Type (examination, oral, coursework, project): <ul style="list-style-type: none"> • Project based coursework |

Reference nosilca / Lecturer's references:

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| <ul style="list-style-type: none"> • GOLOB, Tea, MAKAROVIC, Matej, REK, Mateja. Parents' meta-reflexivity benefits media education of children = La meta-reflexividad de los padres beneficia la educación mediática de los niños. <i>Comunicar</i>. Jul. 2023, vol. 31, no. 76, str. 95-103. DOI:10.3916/C76-2023-08. • GOLOB, Tea, GORIŠEK, Maruša, MAKAROVIC, Matej. Authoritarian and populist challenges to democracy correspond to a lack of economic, social, and cultural capitals. <i>Societies</i>. 2023, vol. 13, iss. 8, str. 1-12, ilustr. DOI: 10.3390/soc13080181. • GOLOB, Tea, MAKAROVIC, Matej, TOMŠIČ, Matevž. Effective and democratic governance as the condition of digital social innovations in Europe. <i>Research in social change</i>. 2022, vol. 14, iss. 1, str. 48-62 • GOLOB, Tea, MAKAROVIC, Matej. Meta-reflexivity as a way toward responsible and sustainable behavior. <i>Sustainability</i>. 2022, vol. 14, iss. 9, str. 1-19, DOI: 10.3390/su14095192. • MAKAROVIC, Matej; GOLOB, Tea. Increasing fluidity of identifications in the context of individualisation: identification with the European Union. <i>International Social Science Journal</i>. doi: 10.1111/issj.12052, 2015. |
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