Seminar Living and Working in Datafied Societies
Module Communication, Media and Society

Tuesday, 3 to 5 pm
(Last modified: 29 July 2020)

MOODLE course: https://moodle2.uni-leipzig.de/course/view.php?id=27426.

Module: Communication, Media and Society
The module deals with the structural conditions and consequences of media development in order to gain a comprehensive understanding of public communication as a special form of social communication. At the outset, media systems and structures as well as the social conditions that shape them will be analyzed. This includes institutional structures, legal and political conditions, economic imperatives and impact, social norms, history and technical innovations. At the same time, the effects of the media society on social sub-areas such as politics, economy and culture are of interest. To this end, the basic features of the media system with a focus on media policy, law, ethics, economics, media culture and media design as well as intercultural communication are the subject of the courses.

Aims of the seminar
The seminar will focus on the question of how lifestyles and forms of work are changing in societies that are increasingly shaped by digital networked media and the data generated here. In a first step, it is necessary to explain the social, media technological and communicative basics of datafied societies. The second step is to clarify the implications of these transformation processes for everyday life and work.

The seminar is designed as a reading and discussion seminar. Students will acquire a critical understanding of date-based societies and gain a deeper insight into their basic elements. They will learn about media and communication science approaches and problems in dealing with questions of connectivity, platforming, algorithmization, automation and profound mediatization. Students practice the transfer of these conceptual foundations into individual areas of action and life. Furthermore, students train teamwork, scientific work and presentation skills.

Institut für Kommunikations- und Medienwissenschaft
Professur für Medien- und Kommunikationswissenschaft
Prof. Dr. Christian Pentzold

Participation
The seminar will be held online and will include synchronous and asynchronous elements. The ZOOM room will be announced later.

Task of all seminar participants:
Three days before the seminar date, all participants upload the tasks required for the respective event into the MOODLE course of the seminar. For more details see the respective session descriptions.

Task of the expert groups: The expert groups should
a) give a short professional input of max. 20 minutes to selected sessions, which explains the respective horizon of the topic in more detail or introduces further case studies from the respective area (so please DO NOT reproduce the seminar texts, these can be assumed to be known!) For this purpose, please write a short position paper and subsequent minutes of the meeting!
b) formulate further questions and lead a discussion lasting about 30 minutes.

Test performance
In the seminar a term paper can be written according to § 11, paragraph 2 of the examination regulations MA Communication and Media Studies. There it says (my translation):

“Term papers are written examinations which are completed by one or more students (group work). The ability to develop, implement and present concepts is demonstrated by means of term papers. The students should show that they are able to define goals and develop solutions and concepts for a larger task. The duration of the term paper is six weeks. The extent of a term paper is 20.000-25.000 characters without spaces and scientific apparatus (cover sheet, list of literature and contents, appendix). In the case of group work, the contribution of the individual examination candidate must be clearly recognizable and assessable.”

Program
27 Oct 2020 Introduction to the seminar, organization (synchronous, ZOOM room)

Basics
3 Nov 2020 Media in society (asynchronous, MOODLE course)

10 Nov 2020 Living without media? (expert group 1 – synchronous, ZOOM room)
Expert group 1: Discuss – How can we live a life without media? What would it look like? And would its consequences be?
Expert group 1: Please upload your contribution (1,000 words) to MOODLE (until 8 Nov 2020)!
Please also upload the minutes of the meeting to MOODLE until 16 Nov 2020.

17 Nov 2020 From digital media to networked media (synchronous, ZOOM room)

24 Nov 2020 Reading week: Datafication (asynchronous, MOODLE course)

All seminar participants: Prepare an abstract (1,000 words) and clarify the following questions: What is data? What is datafication? What is the datafied society? What challenges does it face? Please upload your short texts to MOODLE by 24 Nov 2020.

1 Dec 2020 What comes after Google? (Expert group 2 – synchronous, ZOOM room)

Expert group 2: Discuss – Can you imagine what comes next when Google falls out of use? How can we escape the compelling logic of network effects?

Expert group 2: Please upload your contribution (1,000 words) to MOODLE until 29 Nov 2020! Please also upload the minutes of the meeting to MOODLE until 7 Dec 2020.

Dimensions
8 Dec 2020 Platformization (synchronous, ZOOM room)


15 Dec 2020 Algorithmization (synchronous, ZOOM room)


5 Jan 2021 Automatization (synchronous, ZOOM-Raum)


Critique
12 Jan 2021 Datafied Self (synchronous, ZOOM room)


All seminar participants: Think and get creative: Which aspects of your life are already datafied? Which activities and circumstances could potentially be represented in and evaluated through data? Please briefly present your considerations using a diagram/graphic representation (please upload to MOODLE by 11 Jan 2021).

19 Jan 2021 Reading week: Dataveillance (asynchronous, MOODLE course)


All seminar participants: Prepare an abstract (1,000 words) and answer the following questions: What is dataveillance? Why is it done? Why should it be rejected? How can it be counter-acted? Please upload your short texts to MOODLE by 19 Jan 2021.

26 Jan 2021 Data activism (Expert group 3 – synchronous, ZOOM room)

Expert group 3: Discuss - What can data fairness look like? How can it be achieved? What are examples of data activism? How can it be successful?

Expert group 3: Please upload your contribution (1,000 words) to MOODLE until 24 Jan 2021! Please also upload the minutes of the meeting to MOODLE until 1 Feb 2021.

2 Feb 2021 Discussion of term paper ideas, open questions (synchronous, ZOOM room)