

COURSE DESCRIPTION (Group C)

Course code	Course group	Volume in ECTS credits	Course valid from	Course valid to
KOM5052	C	6	2020/2021	2022/2023

Course type (compulsory or optional)	Optional
Course level (study cycle)	Postgraduate
Semester the course is delivered	Spring
Face-to-face, distance or blended studies	Blended studies

Course title in Lithuanian**Platformizacija ir interneto valdysenos geopolitika****Course title in English****Platformization and Geopolitics of Digital Governance****Short course annotation in Lithuanian (up to 500 characters)**

Šis kursas skirtas gilinti studentų žinias apie platformizacijos ir duomenizacijos procesus, užimančius centrinę vietą šiandienos medijų aplinkoje bei būdus, kuriais šie procesai veikia kasdienį gyvenimą. Studentai taip pat įgis algoritminės valdysenos procesų, veikiančių ne vien medijų turinį, bet ir vis besiplečiantį kasdienių sprendimų spektrą, supratimą. Taip pat paskaitose bus aptariama geopolitinė konkurencija dėl platformizacijos procesų kontrolės.

Short course annotation in English (up to 500 characters)

This course is intended to deepen the students' understanding of the platformization and datafication processes central to the contemporary media environment and the ways such processes impact on everyday life. Students will also gain an understanding of the algorithmic governance processes that directly affect not only media content but also an increasing array of day-to-day decisions. No less importantly, the classes will cover the geopolitical struggle over control of platformization processes.

Prerequisites for entering the course

Bachelor diploma, English language B2 level.

Course aim

By critically reviewing the processes of datafication, platformisation, algorithmic governance, and the geopolitical struggle over them, this course aims to enable students to understand and assess the challenges and opportunities pertaining to the latest transformations of the digital environment and to develop strategies that are both realistic and ethical.

Links among study programme outcomes, course outcomes, content, study and assessment methods

Programme outcomes	Course outcomes	Content (topics)	Study methods	Assessment methods
1. Conceptual and theoretical knowledge and competences: 1.1. To explore and analyze developmental trends identified within contemporary journalism and emerging media ecosystems; to review those in a broader transnational and political, economic, socio-cultural and historical perspective; 1.2. To evaluate transformations of contemporary media ecosystems in the context of accelerated globalization and mediatization, analyzing content, audiences, technologies and organizations; 1.3. To understand the functions of journalism, as a structural element of the future media ecosystems, and its changing role and functions in a democratic – inclusive knowledge – society.	Students will gain critical understanding of the main theoretical and market-based approaches to platformization, network effects, and data-based transformations of the digital/media environment and of the ways in which such transformations spill over to other domains of everyday life. The students will also gain an understanding of the geopolitical, security, and trade implications of platform power and international struggles for platform, data, and infrastructure dominance.	Key themes to be considered in this course are as follows: <ul style="list-style-type: none"> • Platformization and platform economy • Data, algorithm, and the structuration of attention • Surveillance capitalism and behavior markets • Platform governance and algorithmic governance • Digital governance and the state: a hybrid model • Geopolitics of platforms and infrastructure • Geopolitical aspects of digital governance • Transformations of personal and group identity • Transformations of political leadership • Leveraging digital transformations for information warfare • The geopolitical framework of information warfare • Methodological implications for researching platformization and digital governance 	Lectures, workshops, group discussions, independent study	Group discussions, research project, take-home assignments, in-class quizzes
2. Analytical and research-based competences: 2.1. To identify significant research questions in the field of journalism, media and communications, to initiate and manage scientific and applied research; 2.2. To apply qualitative, quantitative and mixed research	Students will learn to identify the main critical junctions and themes pertaining to contemporary research on platformization and platform geopolitics and of the main methodological approaches and innovations for researching the growing embeddedness of			

<p>methodology and empirical data collection techniques in media, journalism and communications research;</p> <p>2.3. To critically reflect on the research process and outcomes; to draw research-based conclusions and decisions.</p>	<p>humans and their digital environments.</p>			
<p>3. Professional competences and skills:</p> <p>3.1. To demonstrate solid knowledge of systems of media regulation and self-regulation, cross-cultural differences and to pursue the principles of morality, social responsibility and human rights perspectives in journalism practice;</p> <p>3.2. To apply techniques and methods of gathering, selecting, evaluating, writing and editing news, while using different types and sources of information, given the media users and different channels;</p> <p>3.3. To experiment and critically explore how art and content creation in contemporary journalism are related to affordances offered by emerging media technologies (text, audio-visual, VR, AI).</p>	<p>Students will understand the principles of algorithmic governance and the main similarities and differences between traditional and algorithmic governance. Students will also learn to identify the main affordances of the changing platform economy.</p>			
<p>4. Social skills:</p> <p>4.1. To apply effective communication skills in both, professional and personal areas;</p>	<p>Students will learn to identify the main challenges pertaining to platformization and the geopolitical straggles therein and</p>			

4.2. To demonstrate social empathy, responsibility and professionalism in decision-making.	to formulate ethical and socially responsible solutions to the said challenges.			
5. Personal skills: 5.1. To demonstrate critical and analytical thinking skills, news and media literacy competences; 5.2. To apply creative writing, storytelling, innovative thinking, project management, team-building and life-long learning skills.	Students will acquire the capacity to formulate conceptually informed and practically oriented proposals for professional adaptation and change within the contemporary media environment.			

Criteria of learning achievement evaluation

Analytical and critical thinking, critical understanding of contemporary digital governance, problem-solving and proposal-generation, ability to conduct applied research

Distribution of workload for students (contact and individual work hours)

Study forms	Hours in face-to-face studies	Hours in online studies
Lectures	15 hours	15 hours
Seminars	15 hours	0 hours
Laboratory work	0 hours	0 hours
Practical assignments	0 hours	15 hours
Consultations	0 hours	10 hours
Contact work hours in total	30 hours	
Individual student work		90 hours
Total:	160hours	

Structure of cumulative score and value of its constituent parts

Research paper (final exam) – 50%, independent study assessments – 30%, lecture assessments – 20%

Recommended reference materials

No	Publication year	Authors and title of publication (e-source)	Number of copies in University libraries or link to e-source
<i>Basic materials</i>			
1.	2019	Kalpokas, I. <i>Algorithmic Governance: Politics and Law in the Posthuman Era</i>	Journal articles and electronic books, publications are accessible through online data base services (Sage, Taylor & Francis, Cambridge online, etc.) subscribed by the Vytautas Magnus University libraries; books and book chapters or specified materials (research studies and project reports) identified in the readings list are available in VMU
2.	2019	Ammerman, W. <i>The Invisible Brand: Marketing in the Age of Automation, Big Data, and Machine Learning</i>	
3.	2019	Pavlik, J. V. <i>Journalism in the Age of Virtual Reality: How Experiential Media are Transforming the News</i>	
4.	2019	Couldry, N. and Mejias, U. <i>The Costs of Connection: How Data is Colonizing Human Life and Appropriating it for Capitalism</i>	
5.	2020	Kearns, M. and Roth, A. <i>The Ethical Algorithm: The Science of Socially Aware Algorithm Design</i>	
6.	2020	Andrejevic, M. <i>Automated Media</i>	
7.	2018	Sunstein, C. R. <i>#Republic</i>	
8.	2006	Lessig, L. <i>Code: Version 2.0</i>	
9.	2018	Susskind, J. <i>Future Politics: Living Together in a World Transformed by Tech</i>	
10.	2018	Greenfield, A. <i>Radical Technologies: The Design of Everyday Life</i>	

11.	2017	McAfee, A. and Brynjolfsson, E. <i>Machine, Platform, Crowd: Harnessing Our Digital Future</i>	library and reading rooms, and in the Department's teachers offices.
12.	2019	Mau, S. <i>The Metric Society: On the Quantification of the Social</i>	
13.	2017	Schwab. K. (2017). <i>The Fourth Industrial Revolution</i>	
14.	2019	Mayer-Schönberger, V. and Ramge, T. Reinventing Capitalism in the Age of Big Data	
15.	2019	Zuboff. S. <i>The Age of Surveillance Capitalism: The Fight for a Human Future at the New Frontier of Power</i>	
16.	2017	Srnicek, N. <i>Platform Capitalism</i>	
<i>Supplementary materials</i>			
Any supplementary readings will be provided in the designated course area on Moodle			
Course description designed by			
Assoc. prof. dr. Ignas Kalpokas			