

**COURSE DATA****DATA SUBJECT**

**Code:** 46530  
**Name:** Social Networks and New Forms of Communication  
**Cycle:** Master's Degree  
**ECTS Credits:** 3  
**Academic year:** 2025-26

**STUDY (S)**

Degree	Center	Acad. year	Period
2258 - Master's Degree in Digital Society	Facultat de Ciències Socials	1	First quarter

**SUBJECT-MATTER**

Degree	Subject-matter	Character
2258 - Master's Degree in Digital Society	Redes sociales y nuevas formas de comunicación	COMPULSORY

**COORDINATION****SUMMARY****PREVIOUS KNOWLEDGE****RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE**

There are no specified enrollment restrictions with other subjects of the curriculum.

**OTHER REQUIREMENTS****COMPETENCES / LEARNING OUTCOMES**

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Apply and integrate the theoretical and practical knowledge gained to analyse real cases of the digital economy, work, education, culture or governance in the digital society.

Be able to communicate effectively, both orally and in writing, adapting to the characteristics of the situation and the audience.

Be able to participate effectively in debates and discussions in the field of digital sociology, demonstrating



effective communication skills, critical thinking and respect for diverse opinions.

Demonstrate a thorough and well-founded understanding of the theoretical and practical aspects of changes in the labour, cultural, communication and educational environment influenced by digital transformation.

Demonstrate critical and self-critical reasoning within the field of study, considering aspects such as professional ethics, moral values and the social implications of the different activities carried out.

Demonstrate knowledge and understanding of social inequalities based on sex and gender within this specific field of study; integrate the different needs and preferences based on sex and gender into the design of solutions and problem solving.

Integrate knowledge of economics, law, communication, culture and sociology to address interdisciplinary problems in the context of the digital society and be able to convey research findings clearly and unambiguously.

Learn autonomously, making informed decisions in different contexts, making judgements based on experimentation and analysis and transferring knowledge to new situations.

Propose creative and innovative solutions to complex situations or problems specific to the field of knowledge, to respond to diverse professional and social needs.

## DESCRIPTION OF CONTENTS

1.

2.

3.

4.

5.



**WORKLOAD**

**PRESENCIAL ACTIVITIES**

Activity	Hours
Theory	22,50
Classroom practices	7,50
<b>Total hours</b>	<b>30,00</b>

**NON PRESENCIAL ACTIVITIES**

Activity	Hours
Attendance at other activities	0,00
Individual or group project	0,00
Independent study and work	0,00
Preparation of lessons	0,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
<b>Total hours</b>	<b>0,00</b>

**TEACHING METHODOLOGY**

**EVALUATION**

**REFERENCES**

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- David Beer (2017) The social power of algorithms, *Information, Communication & Society*, 20:1, 1-13, DOI: 10.1080/1369118X.2016.1216147
- Chadwick, Andrew (2012). *The Hybrid Media System*. Oxford: Oxford University Press.
- Fuchs, C. (2021). *Social media: A critical introduction [3rd edition]*. Sage.
- Lindell, J. (2018). Distinction recapped: Digital news repertoires in the class structure. *New Media & Society*, 20(8), 3029-3049. <https://doi.org/10.1177/1461444817739622>
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- Nielsen, R.K., & Fletcher, R. (2023). Comparing the platformization of news media systems: A cross-country analysis. *European Journal of Communication*, vol. 38(5), 484-499.
- Valerie Hase, Karin Boczek & Michael Scharkow (2023) Adapting to Affordances and Audiences? A Cross-Platform, Multi-Modal Analysis of the Platformization of News on Facebook, Instagram, TikTok, and Twitter, *Digital Journalism*, 11:8, 1499-1520, DOI: 10.1080/21670811.2022.2128389
- Jenkins, Henry (2009). *Convergence Culture. La cultura de la convergencia en los medios de comunicación*. Barcelona: Paidós
- Kaltenbrunner, A., & Meier, K. (2013). Convergent journalism Newsrooms, routines, job profiles and training. In *Media and convergence management* (pp. 285-298). Berlin, Heidelberg: Springer



Berlin Heidelberg. Palau-Sampio, D. y López-García, G. (2022). Communication and crisis in the public space: Dissolution and uncertainty. *Profesional de la Información*, 31(3). <https://doi.org/10.3145/epi.2022.may.16> Pariser, E. (2011). *The Filter Bubble: How the New Personalized Web Is Changing What We Read and How We Think*. Penguin books. Terren, L.; Borge, R. (2021). Echo Chambers on Social Media: A Systematic Review of the Literature. *Review of Communication Research* 9, 99-118. <https://doi.org/10.12840/ISSN.2255-4165.028> Valera-Ordaz, L. (2022). Digital public sphere. En Ceron, Andrea (ed.), *Encyclopedia of Technology & Politics*. Edward Elgar Publishing LTD (pp. 200-205). Valera Ordaz, L. (2019). Liberal Individualist, Communitarian, or Deliberative? Analyzing Political Discussion on Facebook Based on Three Notions of Democracy. *International Journal of Communication*, v. 13, 1056-1076. <https://ijoc.org/index.php/ijoc/article/view/8309/2584> Van Dijck, J. (2020). Governing digital societies: private platforms, public values. *Computer Law & Security Review* 36. <https://doi.org/10.1016/j.clsr.2019.105377>