Syllabus

Course Description

Course Title	Computer-Mediated Communication
Course Code	17321
Course Title Additional	
Scientific-Disciplinary Sector	INFO-01/A
Language	English
Degree Course	Bachelor in Communication Sciences and Culture
Other Degree Courses (Loaned)	
Lecturers	dr. Marco Matarese, Marco.Matarese@unibz.it https://www.unibz.it/en/faculties/engineering/academic-staff/person/52474
Teaching Assistant	
Semester	Second semester
Course Year/s	1
CP	6
Teaching Hours	45
Lab Hours	0
Individual Study Hours	105
Planned Office Hours	18
Contents Summary	This course is designed to give students an overview of Computer Science research and development with a unique focus on the interaction between digital technologies and users.
Course Topics	The course will focus on two main thematic areas, namely Human-Computer Interaction and Social Computing. Each lecture will present theories and methods that are crucial to acquire foundational knowledge and skills for understanding and developing effective computer-mediated communication: - Human-Computer Interaction: methods and processes for user-centered research, key quality metrics in interaction design (i.e.,

	usability, user experience, accessibility), dark patterns, prototyping tools and techniques, and methods for user-centric evaluation - Social Computing: theory on individual and social aspects influencing online interactions, designing online social interactions, and reflecting on the impact of digital technologies on societies through practical examples. Finally, the course will introduce some concepts related to Artificial Intelligence (e.g., Large Language Models and Prompt Engineering).
Keywords	Human-Computer Interaction Social Computing User-Centered Design Usability and User Experience Online Social Interaction Digital Technologies and Society
Recommended Prerequisites	Familiarity with basic computer usage (managing files, internet, email, basic office automation knowledge).
Propaedeutic Courses	
Teaching Format	Frontal lectures and exercises. Due to the importance of prototyping in this course, students are requested to always bring a laptop, which may be borrowed by the ICT services before the lecture, if they have no personal laptop. Tablets or smartphones cannot substitute the laptop.
Mandatory Attendance	In accordance with the regulation
Specific Educational Objectives and Learning Outcomes	The aim is twofold. First, the course focuses on interactive interfaces conceived as the space for communication between people and computers, with a practical emphasis on prototyping (from low- to high-fidelity). Second, the course examines the impact of digital communication in groups, communities, and societies, with an emphasis on fostering critical thinking on how digital technologies support communication and collaboration. Starting from a short introduction to Computer Science, as an academic discipline and a practice, the course will focus on fields which have directly addressed how people and digital technologies relate to each other, such as Human-Computer Interaction. The course will focus on an interaction design perspective of computing by providing students with theoretical and practical knowledge of

	computer-mediated communication, human-computer interaction, and prototyping. Knowledge and understanding: - Describe the main fields of computer science which have addressed human factors and be aware of their epistemological positions - Explain key concepts of interaction design applied to computing - Specify quality metrics of human-computer interaction - Demonstrate awareness of critical design Applying knowledge and understanding: - Critical evaluation of digital platforms including usability, user experience, and engagement - Practical experience on using digital platforms for public engagement Making judgments - Critical thinking and making judgment about present, current and future use of ICT within communication tasks Learning capabilities Students will develop their skills in a variety of areas during the course and will have engaged with the following: - Independent learning - Group working - Analytical thinking - Personal reflection Communication capabilities: - Demonstrate the capability of using groupware in synchronous and asynchronous communication - Improve verbal and written presentation skills
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	The exam will consist of two parts which will be assessed independently: a written report and an oral examination. Written report: Students who regularly attend the course (> 60% attendance) will be engaged in a project work, and specific exercises will be introduced in the class. Students who do not attend the lessons will be given a similar exercise to be done

	individually, but they are requested to contact the lecturer no later than one month after the starting date of the course. Attending (and non-attending) students need to deliver the individual project at least one week before the exam session the student wish to attend. Oral exam: Students will do a group (or individual, if they have worked individually) presentation of their written report, followed up by individual questions to assess the theoretical knowledge and skills acquired during the course.
Evaluation Criteria	Criteria for the evaluation of the written report: Creativity and relevance of the selected topic, methodological rigor, relevance of the results, usability and user experience of the prototype, development of critical reflections, mastery of language (with respect to the terms, theories, and methods introduced during the course) and general quality of the report (e.g., presentation, structure, use of language). Criteria for the evaluation of the oral exam: clarity of answers, skills in critical thinking, mastery of language (with respect to the terms, theories, and methods introduced during the course), ability to summarize, evaluate, and establish relationships between topics.
Required Readings	Required reading, as well as the slides, will be allocated on a weekly basis in the MS Teams channel of the course.
Supplementary Readings	Materials provided by the lecturer.
Further Information	
Sustainable Development Goals (SDGs)	Gender equality, Quality education