

## C5. CONCEPTUALIZATION AND HISTORY OF THE WEB AS AN INTERACTIVE TECHNOLOGY

### Subject Information:

Code	C5	Plan	2014	ECTS	5
Type of Subject	Core	Year		Semester	winter
Knowledge area:					
Department:					
Virtual Platform	Platform:	Studium.usal.es			
	Access URL:	Studium.usal.es			

### Data about the instructor-teacher

Teacher	Gregor Petrič	Group / s	
Department	Department of Social Informatics		
Knowledge area	Internet and Society, Social Informatics, Online Communities, Methodology of internet research		
Academic Centre and University	University of Ljubljana, Faculty of Social Sciences		
Office Address:	Kardeljeva ploščad 5, 1000 Ljubljana, Slovenia		
Personal URL:			
E-mail	gregor.petric@fdv.uni-lj.si	Telephone /Skype User:	gregor.petric

### Data about the instructor-teacher

Teacher	Andraž Petrovčič	Group / s	
Department	Department of Social Informatics		

Knowledge area	Internet and Society, Social Informatics, Online Communities, Methodology of internet research		
Academic Centre and University	University of Ljubljana, Faculty of Social Sciences		
Office Address:	Kardeljeva ploščad 5, 1000 Ljubljana, Slovenia		
Personal URL:			
E-mail	andraz.petrovcic@fdv.uni-lj.si	Telephone /Skype User:	

#### Data about the instructor-teacher

Teacher	Vesna Dolničar	Group / s	
Department	Department of Social Informatics		
Knowledge area	Internet and Aging, Digital Divide, Methodology of internet research		
Academic Centre and University	University of Ljubljana, Faculty of Social Sciences		
Office Address:	Kardeljeva ploščad 5, 1000 Ljubljana, Slovenia		
Personal URL:			
E-mail	vesna.dolnicar@fdv.uni-lj.si	Telephone /Skype User:	

#### Remarks (previous requirements, coordination, other, if any)

This is a basic course, which does not have any formal previous requirements, but it is suggested that students are acquainted with the basics of social science concepts and methodology.

## Objectives and competencies of the subject (basics, general, transversal, specifics)

The main objective of the course is to give students theoretical foundations for understanding the web as a sociotechnical system, the main social implications of the technical code of the web and with these connected issues of users' interactions with web technologies. In this way students will gain knowledge, which is precondition for measuring phenomena on the web and using the web as a data collection method. The specific objectives of the course are the following: a) to gain insight into the history of the development of web technologies and their social implications; b) to provide knowledge on the typologies and conceptualizations of web technologies; c) to gain knowledge on the main paradigms for understanding the relationship between (web) technologies and social processes; d) to acquire conceptual knowledge of human-computer interaction and web interfaces.

The subject will provide students with the following competences:

- **Basic and general:** theoretical knowledge about the question what the web essentially is as a technology, as a socio-technical system and as an interactive platform.
- **Transversals:** general theoretical background for understanding social processes on the web as a precondition for their qualitative and quantitative empirical research.
- **Specifics:** ability to understand specifics of social, communication and socio-psychological processes on the web, which derive from the interaction between technology and human agency and are applicable to the use of web data collection tools and solutions.

## Programme (Brief Description of modules) and expected learning outcomes

The course will begin with the introduction into the social and technical history of the development of the internet and the World Wide Web, on the basis of which several important elements of the technical code of internet will be presented: interconnectedness, decentralization, personalization and interactivity. These will be used as a backdrop for students practical investigation of a chosen web technology which can be related to an application for web-based data collection and analysis. The course will proceed with a presentation of several basic theoretical frameworks for understanding the relation between socio-technical properties of web technologies and their social implications. Approaches of technological determinism, social construction of technologies, actor-network theory, social shaping of technology and social informatics will be introduced to students, who will use the discussed theoretical frameworks to provide their understanding of a specific web phenomena. The last part of the course will focus on the user perspective and human-computer interaction issues in general. Various approaches to understanding users interactions with web interfaces will be introduced and discussed. This background will also be used for student's work on a chosen usability research problem in the field of users perspective of web technologies for data collection and analysis.

## Methodology

The course will consist of a mixture of face-to-face and online lessons, readings and assignments.

## - Resources:

### Bibliography:

Castells, M. *The Internet Galaxy: Reflections on the Internet, Business, and Society*. (2001). Oxford University Press: NY.

Fisk, A. D., Rogers, W. A., Charness, N., Czaja, S. J., Sharit, J. (2009): *Designing for Older Users: Principles and Creative Human Factors Approaches*, 2nd edition. Boca Raton, FL: CRC Press, Taylor & Francis.

Flanagin, A.J., Flanagin, C., Flanagin, J. (2010). Technical code and the social construction of the internet. *New Media & Society*, 12(2): 179-196.

Preece, J., Rogers, Y., Sharp, H. (2002). *Interaction design: Beyond human-computer interaction*. Wiley & Sons.

Thurrow, C., Lengel, L. B., Tomic, A. (2004). *Computer-mediated communication: social interaction and the internet*. Thousand Oaks, CA: Sage Publications.

### Online resources:

To be added later

## Evaluation System:

### General Considerations:

Participation during the face-to-face and online meetings and short assignments will be graded.

### Evaluation Criteria:

### Recommendation for second and following evaluations:

## Employment Opportunities (optional)