



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Laboratorio 7

2425-3-E4001N107

Learning objectives

The laboratory aims to introduce theoretical and practical skills for studying digital media, practices, and cultures. Key concepts relevant to understanding and studying social media and digital platforms will be introduced, followed by a project where data from social media and platforms will be collected and analyzed.

Contents

Detailed program

Essential concepts for understanding digital environments will be introduced, with particular attention to the intersections with social, cultural, and political spheres. The laboratory will consider: mechanisms of data extraction and management; the economic policy models of social media and digital platforms; the functioning of algorithmic media and generative artificial intelligence models; and sociality within digital environments. Practically, students will be guided in the drafting of a final project. The main techniques for collecting, managing, and analyzing digital data from social media and platforms will be considered. Techniques for content analysis, text analysis, visual analysis, and principles of algorithm auditing will be covered.

Prerequisites

Teaching methods

The course consists of 8 lessons of 4 hours each. The initial part is delivered in a traditional lecture format, transitioning to an interactive format to engage students. All activities are conducted in person.

Assessment methods

Presentation of an individual project (project work), based on the themes and methods discussed during the laboratory.

Textbooks and Reading Materials

Caliandro, Alessandro & Gandini, Alessandro (2019). *I metodi digitali nella ricerca sociale*. Roma, Carocci.

Airoldi, Massimo (2024). *Machine Habitus. Sociologia degli algoritmi*. Luiss University Press.

Sustainable Development Goals
