TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Data in Communication and Society
Subject code	E000013646
Mainprogram	Grado en Análisis de Negocios / Business Analytics por la Universidad Pontificia Comillas
Level	Reglada Grado Europeo
Quarter	Semestral
Credits	6,0 ECTS
Type	Optativa (Grado)
Department	Departamento de Marketing
Coordinator	Carmen Valor
Schedule	4 horas/semana
Office hours	Ver horario de tutorías en moodle
Course overview	Este curso se enfoca en la importancia de los datos en las comunicaciones, la vida social y cultural. Introduce perspectivas teóricas centrales sobre datos e información desde una perspectiva científico social, y describe enfoques de investigación que tienen en cuenta la influencia contemporánea de los datos en la comunicación y la sociedad. Se pretende proporcionar a los estudiantes herramientas conceptuales que ayudarán a comprender la lógica de los datos, y los capacitará para analizar críticamente el fenómeno del big data y otros asociados. Su enfoque en cuestiones contemporáneas permite una investigación de la política y la cultura de la producción de datos, y el uso de los datos como evidencia en una variedad de campos que incluyen la política, la defensa y la investigación de la audiencia

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SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject

Contribution to the professional profile of the degree

This subject enables the student to conduct comprehensive analyses of some aspects of society, integrating theoretical concepts and the use of data and analytical tools. Being in the final year, it represents a synthesis of the skills acquired throughout the degree and allows for practical applications similar to those a recent graduate might perform in an analytical position in companies as well as in private and public institutions of any kind, both national and international.

Prerequisites
Knowledge and basic competencies from previous courses in data analysis and machine learning.

Competencies - Objectives
Competences
Learning outcomes

RA1	Datos en comunicación y sociedad / Data in Communication and society RA1. Identificar los factores económicos, políticos, sociales, culturales y jurídicos que subyacen en asuntos y fenómenos relativos al impacto de los datos en la comunicación y la sociedad
RA2	Datos en comunicación y sociedad / Data in Communication and society. RA2. Analizar e interpretar las principales tendencias y controversias que afectan a la comunicación y la sociedad en un contexto como el actual aplicando de manera crítica distintos enfoques teóricos.

THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks
TOPIC I. Individuals' personal traits and beliefs. The case of Spanish politicians
TOPIC II: Social media influence on behavior. The case of sustainable transportation choice
TOPIC III: How do social practices acquire or lose legitimacy? Second-hand clothing
TOPIC IV: How do discourses shape institutions? Meat lobby discourse
TOPIC V: Geopolitics

TEACHING METHODOLOGY

General methodological aspects of the subject
This subject is taught using a highly participatory and active methodology. It is based on project-based learning and is focused on the theoretical foundations that contribute to a profound and diverse understanding of the reality in which business decisions are made and their practical application in professional practice.
The course is organized into six cases, each led by a different professor but with a similar structure. In each case, the objectives are first presented, followed by the theoretical concepts involved, and then the necessary sources and data, along with the analytical techniques used. Students must solve each case study, presenting and discussing the results obtained, as well as their conclusions, implications, limitations, and possible extensions
In-class Methodology: Activities

Lectures
Case studies

Non-Presential Methodology: Activities
Individual organized study
Resolution of case studies

SUMMARY STUDENT WORKING HOURS

CLASSROOM HOURS	
Lecciones de carácter expositivo	Ejercicios y resolución de casos y de problemas
12.00	48.00
NON-PRESENTIAL HOURS	
Estudio y lectura organizada	Ejercicios y resolución de casos y de problemas
45.00	45.00
ECTS CREDITS: 6,0 (150,00 hours)	

EVALUATION AND CRITERIA

Evaluation activities	Evaluation criteria	Weight
Case studies	See Guide to the challenges	40 %
Exam	See Guide to exam	50 %
Engagement in group work	See Guide to the challenges	10 %

Ratings

Non-attendance to 75% of the lectures/workshops may imply not being allowed to do the first call (ordinaria). For ICADE-OUT students their assessment will be based on the final exam.

Students who do not pass the course the first time, they will have to resit the failed part: exam and/or workshops and course projects. Students in the third and subsequent sessions must pass a special course project (50%) and the exam (50%).

The improper use of ChatGPT or other generative artificial intelligence (GAI) will be considered a serious offense as stated in the General

Regulations of the University, art. 168.2.e as: "carrying out actions aimed at falsifying or defrauding the evaluation systems of academic performance". The consequences of this will be "temporary expulsion for up to three months or the prohibition to take an exam in the following call to the imposition of the sanction, in one or more subjects in which the student is enrolled, [...] apart from the grade of failure (0) in the respective subject, [...] [and] the prohibition to take an exam in that subject in the following call".

Where authors use generative artificial intelligence (AI) and AI-assisted technologies in the writing process, authors should only use these technologies to improve readability and language. Applying the technology should be done with human oversight and control, and authors should carefully review and edit the result, as AI can generate authoritative-sounding output that can be incorrect, incomplete or biased. Authorship implies responsibilities and tasks that can only be attributed to and performed by humans. Students should disclose in their reports the use of AI and AI-assisted technologies in the writing process by including a statement such as "During the preparation of this work the author(s) used [NAME TOOL / SERVICE] in order to [REASON]. After using this tool/service, the author(s) reviewed and edited the content as needed and take(s) full responsibility for the content of the publication". If students did not use AI, then the statement should read "AI was not used in this work".

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

Lecturers will provide the basic bibliography, both conceptual and methodological, for each case.

Braun, V., & Clarke, V. (2012). *Thematic analysis*. American Psychological Association, Washington.

Creswell, J. W., & Poth, C. N. (2018). Qualitative inquiry and research design: Choosing among five approaches, 4th ed. Thousand Oaks: Sage

Complementary Bibliography

Bitektine, A., & Haack, P. (2015). The "macro" and the "micro" of legitimacy: Toward a multilevel theory of the legitimacy process. Academy of management review, 40(1), 49-75.

Haack, P., Schilke, O., & Zucker, L. (2021). Legitimacy revisited: Disentangling propriety, validity, and consensus. Journal of Management Studies, 58(3), 749-781.

Huff, A. D., Humphreys, A., & Wilner, S. J. (2021). The politicization of objects: Meaning and materiality in the US cannabis market. Journal of Consumer Research, 48(1), 22-50.

Humphreys, A. (2010). Semiotic structure and the legitimation of consumption practices: The case of casino gambling. Journal of Consumer Research, 37(3), 490-510.

Johnson, C., Dowd, T. J., & Ridgeway, C. L. (2006). Legitimacy as a social process. Annu. Rev. Sociol., 32, 53-78.

Suddaby, R., Bitektine, A., & Haack, P. (2017). Legitimacy. Academy of Management Annals, 11(1), 451-478.

Tost, L. P. (2011). An integrative model of legitimacy judgments. Academy of management review, 36(4), 686-710.

Tyler, T. R. (2006). Psychological perspectives on legitimacy and legitimation. Annu. Rev. Psychol., 57, 375-400.

Valor, C., Lloveras, J., & Papaoikonomou, E. (2021). The role of emotion discourse and pathic stigma in the delegitimization of consumer

practices. Journal of Consumer Research, 47(5), 636-653.