Faculty of Social Sciences

KOMC30, Strategic Communication: AI, Cognition and Culture, 15 credits

Strategisk kommunikation: AI, kognition och kultur, 15 högskolepoäng

First Cycle / Grundnivå

Details of approval

The syllabus was approved by the board of the Department of Strategic communication on 2019-12-03 to be valid from 2019-12-13, autumn semester 2020.

General Information

The course is a free-standing course in Strategic Communication. The course takes place in Helsingborg with some elements given in Lund.

Language of instruction: English

Main field of studies	*Depth of study relative to the degree requirements*
Strategic Communication	G2F, First cycle, has at least 60 credits in first-cycle course/s as entry requirements

Learning outcomes

On completion of the course, the student shall be able to

Knowledge and understanding

- demonstrate knowledge of emerging computational approaches and applications in strategic communication such as big data methodology, machine learning/AI
- demonstrate an understanding of how insights from cognitive science, social psychology and strategic communication theory as well as macro-sociological perspectives can be integrated and applied in strategic communication.

Competence and skills

- demonstrate the ability to design and conduct a practice-oriented research project in communication analysis by utilising advanced methodology
- demonstrate the ability to apply cognitive sciences and research to analyse the behaviour and attitudes of media audiences.

Judgement and approach

- demonstrate the ability to approach a relevant problem through computational and behavioural communication analysis
- demonstrate the ability to critically reflect wider individual, cultural and societal implications of applications of computational strategic communication.

Course content

The course introduces emerging computational approaches to strategic communication. Specifically, it introduces the perspectives of the cognitive sciences and psychology as an complementary theoretical basis to strategic communication; acquaints students with behavioural methods and experimental designs; gives students practical and hands-on skills in deploying computational methods such as machine-learning/AI and big data-analysis.

The course furthermore offers an individual as well as a macro-sociological perspective as well as a grounding in strategic communication theory. The course gives insights in and the possibility to apply computational methods in strategic communication and journalism. Strategic communication theory on one side and research in psychology and cognitive science on the other bind the course together.

Course design

The course consists of several elements that are tied together by a project work. Teaching includes lectures, seminars, workshops, laboratory sessions and programming classes. The course elements introduce the students to behavioural methods such as e.g. eyetracking, computational methods such as the use of machine-learning and AI for data analysis. Furthermore theoretical models of the impact of technology on society are introduced.

Participation in seminars is compulsory unless special circumstances apply. Students who have been unable to participate due to circumstances such as accidents or sudden illness will be offered the opportunity to compensate for or re-take compulsory components. This also applies to students who have been absent because of duties as an elected student representative.

Assessment

Examination takes three forms. First, a practical project conducted in groups, including an oral presentation and a written report, ties together the elements of the course. Second, an individual oral exam examines to what degree students have synthesized the knowledge gained from the different course modules. Third, the practice sessions are examined by an individual written exam.

The course includes opportunities for assessment at a first examination, a re-sit close to the first examination and a second re-sit for courses that have ended during that school year. Two further re-examinations on the same course content are offered within a year of the end of the course. After this, further re-examination opportunities are offered but in accordance with the current course syllabus.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

Subcourses that are part of this course can be found in an appendix at the end of this document.

Grades

Marking scale: Fail, E, D, C, B, A.
The grade for a non-passing result is Fail. The student's performance is assessed with reference to the learning outcomes of the course. For the grade of E the student must show acceptable results. For the grade of D the student must show satisfactory results. For the grade of C the student must show good results. For the grade of B the student must show very good results. For the grade of A the student must show excellent results. For the grade of Fail the student must have shown unacceptable results.

The course grade is determined by calculating the mean of the weighted grades of marked exams. Weighted grades are calculated by transforming the grade to numbers (A = 5, B = 4, C = 3, D = 2, E = 1), then multiplying the number with the credits assigned to the respective element of the exam. Grading components consist of a combination of the following components: project with oral presentation and written report, individual oral exam and individual written exam. To pass the course, the student must have received at least the grade E on all components of the course marked with the grading scale E – A, F, and participated in all compulsory components.

At the start of the course, students are informed about the learning outcomes stated in the syllabus and about the grading scale and how it is applied on the course.

Entry requirements

For admission to the course, the student must have completed course requirements of at least 90 credits in a Social Sciences or Humanities subject or the equivalent.

Oral and written proficiency in English equivalent to English 6/B (advanced) from Swedish upper secondary school is a requirement. International qualifications will be assessed in accordance with national guidelines. International students are exempted from the general entry requirement of proficiency in Swedish.

Subcourses in KOMC30, Strategic Communication: AI, Cognition and Culture

Applies from H20

2001 Project, 6,0 hp
Grading scale: Fail, E, D, C, B, A
2002 Oral exam, 4,0 hp
Grading scale: Fail, E, D, C, B, A
2003 Individual exam, 5,0 hp
Grading scale: Fail, E, D, C, B, A