Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
SOC441	Technology and Society	8	6	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	French
Course Type	Elective
Course Level	Bachelor Degree
Objective	The aim of this course is to examine the contemporary relationships between digital technology and society from a sociological perspective using an interdisciplinary lens. Focusing on the Influencer economy, the course explores key themes such as two-way communication enabled by Web 2.0, digital reproduction, the concept of the "prosumer," the quest for authenticity, precarious platform labor, digital surveillance, social media activism, and digital literacy. It aims to critically evaluate how neoliberal digital capitalism transforms social structures and everyday life through theoretical discussions and real-world case studies.
Content	This course examines the transformation of digital technology in alignment with the needs of social collectives and neoliberal capitalist marketing mechanisms. Key areas of focus include the transition from opinion leaders to social media Influencers, the self-presentation of everyday life, prosumer culture, the speed society, oversharing burnout, freedom of speech under socio-political oppression, and digital literacy. Theoretical frameworks are contextualized using personal narratives, popular culture case studies, film/documentary reviews, and poster presentations.

References	Walter Benjamin (1935) — The Work of Art in the Age of Mechanical Reproduction Adorno and Horkheimer (1944) — The Culture Industry: Enlightenment as Mass Deception Paul Lazarsfeld and Elihu Katz (1955) — Personal Influence: The Part Played by People in the Flow of Mass Communications Erving Goffman (1956) — The Presentation of Self in Everyday Life Alvin Toffler (1980) — The Third Wave Neil Postman (1985) — Amusing Ourselves to Death: Public Discourse in the Age of Show Business Pierre Bourdieu (1989) — Distinction: A Social Critique of the Judgement of Taste Richard Sennett (1992) — The Fall of Public Man George Orwell (1949) — 1984 Hal Niedzviecki (2009) — The Peep Diaries: How We're Learning to Love Watching Ourselves and Our Neighbors David Kirkpatrick (2011) — The Facebook Effect: The Inside Story of the Company That Is Connecting the World Alex Nunns (2011) — Tweets from Tahrir Byung-Chul Han (2012) — The Transparency Society Byung-Chul Han (2013) — In the Swarm: Digital Prospects Zygmunt Bauman and David Lyon (2013) — Liquid Surveillance: A Conversation Nir Eyal (2013) — Hooked: How to Build Habit-Forming Products Judith Butler (2015) — Notes Toward a Performative Theory of Assembly Svend Brinkmann (2019) — The Joy of Missing Out: The Art of Self Restraint in an Age of Excess Bella Younger (2021) — The Accidental Influencer Jacey Duprie (2022) — Liking Myself Back Yanis Varoufakis (2023) — Technofeudalism: What Killed Capitalism Emily Hund (2023) — The Influencer Industry: The Quest for Authenticity on Social Media Sara Petersen (2023) — Momfluenced

Theory Topics

Week	Weekly Contents
1	Introduction: Technology and Society
2	Technological Reproduction: Democracy or the Lack of Aura?
3	Emergence of Web 2.0: Enabling Two-Way Communication
4	Social Media: Peeping Diaries
5	Neoliberal Charismatic Leaders: Persona in Influencer Economy
6	Everyday Performance: Self-Broadcasting
7	User Generated Content: Gig – Hustle – Platform Economy
8	Midterm

Week	Weekly Contents
9	Producing While Consuming: Prosumers
10	Authenticity: Finding the Niche
11	Digital Society vs. FOMO (Fear of Missing Out)
12	Film Review & Poster Presentation
13	Social Media Activism
14	From Like Society to Oversharing