

## DISCIPLINE DESCRIPTION

### 1. Information about the program

1.1 Higher education institution	Babeş-Bolyai University
1.2 Faculty	Political, Administrative and Communication Sciences
1.3 Department	Journalism
1.4 Field of study	Communication sciences
1.5 Level of study	Master
1.6 Study program / Qualification	Media Communication / Digital Media, Internet and Game Studies

### 2. Information about the discipline

2.1 Discipline title	MMOGs and Communication in Virtual Communities / Jocuri MMO și comunicarea în comunități virtuale						
2.2 Course lecturer	Lect. univ. dr. Andrei Costina						
2.3 Seminar assistant	Lect. univ. dr. Andrei Costina						
2.4 Year of study	1	2.5 Semester	II	2.6. Evaluation type	E	2.7 Discipline type	OBL

### 3. Total estimated time (hours of didactic activities per semester)

3.1 Number of hours per week	3	of which: 3.2 course	2	3.3 seminar/laboratory	4
3.4 Total hours in the study plan	42	of which: 3.5 course	28	3.6 seminar/laboratory	14
Time distribution:					hrs
Studying the manual, course reader, bibliography and notes:					36
Supplementary documentation in the library, on electronic platforms and in the field:					14
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					40
Tutorials					14
Examinations					4
Other activities: .....					
3.7 Total hours of individual study	108				
3.8 Total hours per semester	150				
3.9 Number of credits	6				

### 4. Prerequisites (where applicable)

4.1 based on the curriculum	•
4.2 based on competences	•

### 5. Conditions (where applicable)

5.1 for the course	• Room with a video projector/ digital display and Internet connection
5.2 for the seminar/laboratory	• Room with a video projector/ digital display and Internet connection

## 6. Accumulated specific competencies

<b>Professional competencies</b>	<ul style="list-style-type: none"> <li>• Understanding the digital world and the psychosociology of the virtual through a new anthropology.</li> <li>• Outlining the concepts of individual and community in electronic/virtual worlds</li> <li>• Use innovative methodologies to study the digital from an anthropological and sociological perspective</li> </ul>
<b>Transversal competencies</b>	<ul style="list-style-type: none"> <li>• Solving, in a realistic manner, with both theoretical and practical argumentation, of common professional situation, in view of an efficient and deontological solution.</li> <li>• Making the most out of the currently available communication opportunities</li> </ul>

## 7. Discipline objectives (from the accumulated competencies grid)

7.1 General objective	<ul style="list-style-type: none"> <li>• Study digital worlds and virtual communities through the framework of digital anthropology</li> </ul>
7.2 Specific objectives	<ul style="list-style-type: none"> <li>• Examining the perspective on the digital of individuals who are engaged in the system</li> <li>• Reflect on the meaning of self and community in digital worlds</li> <li>• Explore new research methodologies best suited to the medium</li> </ul>

## 8. Contents

Bibliography		
8.1 Course	Teaching methods	Observations
1. Introduction to digital anthropology	Discussion	
2. Audiences and networks	Multimedia presentation	
3. Network and identity	Multimedia presentation	
4. The social psychology of the network	Multimedia presentation	
5. Virtual communities	Multimedia presentation	
6. Social network structures	Multimedia presentation	
7. MMORPGs as social environment	Multimedia presentation	
8. The individual in the digital social network	Multimedia presentation	
9. Identity and the communities of virtual worlds	Multimedia presentation Debate	
10. Typologies of individuals in MUDs and MMORPGs	Multimedia presentation Practical demonstration	
11. Typologies of individuals in social networking services	Multimedia presentation Practical demonstration	
12. Social issues in online communities	Multimedia presentation	
13. Deviant and pathological behavior	Multimedia presentation	
14. Revision	Discussion	
Bibliography		
<ol style="list-style-type: none"> <li>1. Boyd, Danah M. <i>Taken Out of Context</i>. Berkeley: University of California, 2008. PhD Thesis.</li> <li>2. Castells, Manuel. <i>The Power of Identity</i>. Vol. 2. Malden: Blackwell, 2004</li> <li>3. Castells, Manuel. <i>The Rise of the Network Society</i>. Cambridge: Blackwell, 1996.</li> <li>4. Costina, Andrei. <i>Antropologia digitală și societăți virtuale</i>. Cluj-Napoca: Universitatea Babeș-Bolyai, 2012. PhD Thesis.</li> </ol>		

5. Rogers, E. M. & Kincaid, L. D. *Network Variables in Explaining Individual Behavior. In Communication Networks: Towards a New Paradigm for Research*. New York: The Free Press/Macmillan Publishing Co., Inc., 1981.

8.2 Seminar		
1. Types of social media	Application	
2. Collaborative platforms	Application	
3. Communities in MMOGs	Application	
4. Researching virtual communities	Application	
5. Case studies – social issues in virtual communities	Application	
6. Case studies – social issues in virtual communities	Application	
7. Case study - Starwake	Application	

**9. The corroboration of discipline contents with the expectations of epistemic community representatives, professional associations and representative employers in the study program's corresponding field**

- Virtual communities have a structure and dynamic that is similar to real communities, but are mostly determined by a congruence of interests. This is a very valuable characteristic from the point of view of a professional organization, giving them a better understanding of their target audience, clients etc. depending on their field of operations.

**10. Evaluation**

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course	Written examination	E	50%
10.5 Seminar/laboratory	Research project	C	50%
10.6 Minimum performance standard			
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Date

1.11.2019

Course lecturer signature

lect. dr. Andrei Costina

Seminar assistant signature

lect. dr. Andrei Costina

Date of approval in the Department

1.11.2019

Head of department's signature

PhD Elena Abrudan