Detaljni izvedbeni plan

Akademska godina: 2026/2027	**Semestar:** Zimski
Godina studija: 1	**Studiji:** Komunikologija - Znanstveno istraživanje medija i odnosi s javnošću (R) (izborni) (Diplomski) Komunikologija - Interkulturalna komunikacija i novinarstvo (R) (izborni) (Diplomski) Sociologija - Upravljanje i javne politike (R) (izborni) (Diplomski) Povijest (R) (izborni) (Diplomski)

I. OSNOVNI PODACI O KOLEGIJU

Naziv kolegija: Technology and Society

Kratica kolegija: IZBD281

ECTS bodovi: 4	**Šifra kolegija:** 280125

Preduvjeti za upis kolegija: Nema

Ukupno opterećenje kolegija

Vrsta nastave	**Ukupno sati**
Predavanje	30
Seminar	15

Mjesto i vrijeme održavanja nastave: HKS – prema objavljenom rasporedu

II. NASTAVNO OSOBLJE

Nositelj kolegija

Ime i prezime: Mihaljević Lucija

Akademski stupanj/naziv:	**Izbor:** docent
Kontakt e-mail: lmihaljevic@unicath.hr	**Telefon:**

Konzultacije: Prema objavljenom rasporedu

Suradnici na kolegiju

III. DETALJNI PODACI O KOLEGIJU

Jezik na kojem se nastava održava: Hrvatski

Opis kolegija	This course aims to **provide students with a critical understanding of** concepts, theories, and methodologies from a **socio-anthropological perspective** and how they can be specifically tailored for the study of Artificial Intelligence (AI) and its related systems. Taking this approach, the course explores the historical development, application, and societal impacts of AI technologies across diverse cultural contexts. Special emphasis is placed on critical issues such as cultural diversity, discrimination, algorithmic bias, ethics, and the governance of AI systems. Students will analyze how AI reproduces existing social power structures and consider ways to design more inclusive and equitable technological landscapes. Through case studies, research projects, and interactive discussions, the course encourages students to critically examine the influence of AI on everyday life, digital ecosystems, labor markets, privacy, and human rights. Additionally, it will address the colonial legacies of technological development and explore decolonial approaches to AI by considering alternative knowledge systems and innovation models. This will include a critical examination of how today's **global and glocal** power centers shape AI infrastructures, influence data governance, and perpetuate digital inequalities. By the end of the course, students will have developed analytical tools to critically assess the relationship between technology and society, along with methodological approaches for conducting socio-anthropological research on AI within various cultural and political settings.
Očekivani ishodi učenja na razini kolegija	Knowledge and Understanding • **Has an in-depth knowledge of socio-anthropological theories and methodologies** relevant to the study of Artificial Intelligence (AI) and its societal impacts. • **Understands key concepts and debates** in the Anthropology of AI, including issues of cultural diversity, algorithmic bias, ethics, and governance. • **Is familiar with major anthropological literature on AI and related systems** across diverse cultural, political, and economic contexts. • **Has proficient knowledge of bibliographic resources and methodological tools** for conducting socio-anthropological research on AI. **Ability to Apply Knowledge and Understanding** • **Can critically analyze and articulate** the main conceptual contributions of the socio-anthropological approach to AI. • **Can apply socio-anthropological perspectives** to examine, discuss, and challenge key issues in AI, such as discrimination, power structures, and digital inequalities. • **Can integrate anthropological methodologies and theoretical frameworks** into discussions about the social, political, and ethical implications of AI systems. • **Can critically engage with contemporary debates on AI** in relation to governance, justice, diversity, and decolonial approaches to technological infrastructures.
Literatura	
Obavezna	Beaulieu, A., Scharnhorst, A., & Wouters, P. (2021). *Virtual Knowledge: Experimenting in the Humanities and the Social Sciences.* MIT Press (selected chapters). Boellstorff, T. (2021). *Artificial Intelligence as an Anthropological Problem.* Anthropological Theory, 21(4), 451–475.ž Chandler, D., & Fuchs, C. (2019). *Digital Objects, Digital Subjects: Interdisciplinary Perspectives on Capitalism, Labour, and Politics in the Age of Big Data.* University of Westminster Press (selected chapters). Forsythe, D. (2001). *Studying Those Who Study Us: An Anthropologist in the World of Artificial Intelligence.* Stanford University Press (selected chapters).

Dopunska	Benjamin, R. (2019). *Race After Technology: Abolitionist Tools for the New Jim Code.* Polity Press. Brayne, S. (2021). *Predict and Surveil: Data, Discretion, and the Future of Policing.* Oxford University Press. Browne, S. (2015). *Dark Matters: On the Surveillance of Blackness.* Duke University Press. Couldry, N., & Mejias, U. (2019). *The Costs of Connection: How Data Is Colonizing Human Life and Appropriating It for Capitalism.* Stanford University Press. Crawford, K. (2021). *Atlas of AI: Power, Politics, and the Planetary Costs of Artificial Intelligence.* Yale University Press (selected chapters). Eubanks, V. (2018). *Automating Inequality: How High-Tech Tools Profile, Police, and Punish the Poor.* St. Martin's Press. Gray, M., & Suri, S. (2019). *Ghost Work: How to Stop Silicon Valley from Building a New Global Underclass.* Houghton Mifflin Harcourt. Mhlambi, S. (2020). *From Rationality to Relationality: Ubuntu as an Ethical and Human Rights Framework for Artificial Intelligence Governance.* Carr Center for Human Rights Policy. Mohamed, S., Png, M. T., & Isaac, W. (2020). *Decolonial AI: Decolonial Theory as Sociotechnical Foresight in Artificial Intelligence.* Philosophy & Technology, 33(4), 659–684. Noble, S. U. (2018). *Algorithms of Oppression: How Search Engines Reinforce Racism.* NYU Press. O'Neil, C. (2016). *Weapons of Math Destruction: How Big Data Increases Inequality and Threatens Democracy.* Crown. Saever, N. (2022). *Computing Taste: Algorithms and the Makers of Music Recommendation.* University of Chicago Press. Suchman, L. (2007). *Human-Machine Reconfigurations: Plans and Situated Actions.* Cambridge University Press. Vertesi, J., & Ribes, D. (2019). *DigitalSTS: A Field Guide for Science & Technology Studies.* Princeton University Press.

Način ispitivanja i ocjenjivanja

Polaže se DA	**Isključivo kontinuirano praćenje nastave** NE	**Ulazi u prosjek** DA

Preduvjeti za dobivanje potpisa i polaganje završnog ispita	1. Regular attendance – _presence in at least 70% of classes according to the study program and performance curriculum. 2. Successful completion of required seminar activities – prepared and presented seminar presentation. 3. Acquisition of a minimum success of 35% during classes within the given teaching activities – cumulatively achieved at the seminar presentation and two colloquia
Način ocjenjivanja	a) Teaching activities – 70% grade 1) Seminar presentation – max. 20 %; 2) 1st colloquium – max. 25 %; 3) 2nd colloquium – max. 25 %; b) Final exam 4) Oral exam – _max. 30% (to pass, it is necessary to answer 50% of the questions asked correctly).

Način polaganja ispita

1) Teaching activities – _seminar presentation; 1. colloquium (written) and 2nd colloquium (written).

2) Final exam (oral).

The numerical scale of student work grading:

sufficient (2) – _50-64,9 %

good (3) – _65-79,9 %

very good (4) – _80-89,9 %

excellent (5) – _90 to 100 %

Detaljan prikaz ocjenjivanja unutar Europskoga sustava za prijenos bodova

ACTIVITY TYPE	ECTS Student Workload Coefficient	GRADE PERCENTAGE (%)
Class Attendance	0,5	25
Seminar Presentation	0,5	25
Midterm Exam	1	25
Midterm Exam	1	25
Total in Class	**3**	**75**
Final Exam	1	25
TOTAL ECTS (Classes + Final Exam)	**4**	**100**

IV. TJEDNI PLAN NASTAVE

Predavanja

#	Tema
1	Introduction to the socio-anthropology of AI
2	AI in Cultural Context: Historical and Cross-Cultural Perspectives on Intelligence
3	Socio-Anthropological Methods for Studying AI and Algorithmic Systems
4	Ethnographies of AI: How to Study AI Developers, Users, and Affected Communities

5	Algorithmic Bias and Discrimination: Social Reproduction through AI
6	AI and Labor: From Automation to Ghost Work and Digital Exploitation
7	AI, Surveillance, and Policing: Predictive Systems and the Ethics of Control
8	Decolonizing AI: Colonial Legacies and Indigenous Knowledge Systems in AI Design
9	AI Ethics and Governance: Global Frameworks and Policy Challenges
10	Data, Privacy, and Consent: The Political Economy of AI Infrastructure
11	Glocal AI: How Global and Local Power Centers Shape AI Development
12	AI in Everyday Life: Digital Assistants, Recommendation Algorithms, and Decision-Making
13	The Environmental and Political Costs of AI: Energy, and Sustainability
14	Human-Machine Relations: The Future of AI and Society
15	Final Discussion: Rethinking AI through a Socio-Anthropological Lens
Seminari	
#	**Tema**
1	Introduction
2	Seminar presentations: selected research topic
3	Seminar presentations: selected research topic
4	Seminar presentations: selected research topic
5	Seminar presentations: selected research topic
6	Seminar presentations: selected research topic
7	Seminar presentations: selected research topic
8	Seminar presentations: selected research topic
9	Seminar presentations: selected research topic
10	Seminar presentations: selected research topic
11	Seminar presentations: selected research topic
12	Seminar presentations: selected research topic
13	Seminar presentations: selected research topic
14	Seminar presentations: selected research topic
15	Seminar presentations: selected research topic