

Ministry of Education and Science of Ukraine

V.N. Karazin Kharkiv National University

Educational and professional
program

Digital Society

(the name of the program)

the second (master's) level of higher education

Branch of knowledge 05 – «Social and behavioral sciences»

(code, name of the branch)

Specialty 054 «Sociology»

(code, name of specialty)

Specialization (in the presence) _____

(name of specialization, (specializations))

APPROVED BY
Scientific council of
V.N. Karazin Kharkiv National University
“29” may 2023,
protocol №9

Entered into force from 2023/24 year
by order of June 01, 2023 No. 0114-1/227

Vice-rector for scientific and pedagogical work

Oleksandr HOLOVKO



Kharkiv, 2023

LETTER OF AGREEMENT

educational and professional program

«Digital society»

The educational program was reviewed and approved by:

1. The Scientific and Methodological Council of V.N. Karazin Kharkiv National University

protocol No.8 dated May 16, 2023.

Chairman of the Scientific and Methodological Council,
Vice-Rector for Scientific and Pedagogical Work _____ Oleksandr HOLOVKO

2. The Academic Council of the School of Sociology:

protocol No.4 dated April 06, 2023.

Head of the Academic Council of the School of Sociology _____ Olena MURADYAN

3. Scientific and methodological commission of the School of Sociology:

protocol No.7 dated April 05, 2023.

Chairman of the scientific and methodical commission
of the School of Sociology _____ Yulia SOROKA

4. Departments of Applied sociology and social communications:
protocol No.10 dated April 05, 2023.

Acting Head of the Department,
Associate Professor,
PhD in Sociology



Iryna SOLDATENKO

PREAMBLE

Developed by a working group consisting of:

Full Name	Job title	Scientific degree, scientific title
<p>Guarantor of the educational program:</p> <p>Larisa Mykhailivna Khyzhnyak</p>	<p>Professor of the institution of higher education, Department of Applied Sociology and Social Communications</p>	<p>Doctor of Sociological Sciences, Professor of the Department of Applied Sociology</p>
<p>Members of the working group</p>		
<p>Vil Savbanovych Bakirov</p>	<p>Acting Head of the Department of Applied Sociology and Social Communications of V. N. Karazin Kharkiv National University</p>	<p>Doctor of Sociological Sciences, Academician of the National Academy of Sciences of Ukraine, Professor of the Department of Sociology</p>
<p>Iryna Oleksandrivna Soldatenko</p>	<p>Associate professor of the institution of higher education, Department of Applied Sociology and Social Communications</p>	<p>Candidate of Sociological Sciences, Associate Professor of the Department of Applied Sociology</p>
<p>Halyna Mykolayivna Kravchenkova</p>	<p>Associate professor of the institution of higher education, Department of Applied Sociology and Social Communications</p>	<p>Candidate of Sociological Sciences, Associate Professor of the Department of Applied Sociology</p>
<p>Tetyana Mykhailivna Baidak</p>	<p>Associate professor of the institution of higher education, Department of Applied Sociology and Social Communications</p>	<p>Candidate of Sociological Sciences, Associate Professor</p>
<p>Oleksandra Borisivna Budanova</p>	<p>Associate professor of the institution of higher education, Department of Applied Sociology and Social Communications</p>	<p>Candidate of Sociological Sciences</p>
<p>Alina Oleksandrivna Kalashnikova</p>	<p>Associate professor of the institution of higher education of the department of the department of applied sociology and social communications</p>	<p>Candidate of Sociological Sciences</p>

Maksym Anatoliyovych Folomeev	Associate professor of the institution of higher education, Department of Applied Sociology and Social Communications	Candidate of Sociological Sciences, Associate Professor
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The following are included in the design of the educational program:

Representative of higher education students: Viktoriya BELYAEVA, student of the SPM-34 group, deputy head of the Student Scientific Society of the School of Sociology, member of the Academic Council of the School of Sociology

Employer representative: Oleksandr KOTUKOV, Candidate of Sociological Sciences, Associate Professor, Head of the public organization "Sociological Laboratory

"Academic Initiatives", Deputy of the Kharkiv City Council, Chairman of the Kharkiv City Council Standing Committee on International Cooperation, Investments, Sports and Image Projects.

When developing the Program project, the requirements are taken into account:

- 1) Standard of higher education at the second (master's) level, specialty 054 - Sociology, approved by the Ministry of Education and Science of Ukraine on January 05, 2021, protocol No. 14.
Standard of higher education of specialty by _____ level of higher education, approved _____
- 2) Professional standard
- 3) Recommendation of the professional association
- 4) Recommendations of a leading employer in the industry

1. Profile of the educational program "Digital Society" in the specialty 054 - Sociology

1 – General information	
Full name of the higher education institution and structural unit	V. N. Karazin Kharkiv National University, School of Sociology
The official name of the program	Digital Society
Degree of higher education	Master's degree
Awardable qualification	Master of Sociology, Digital Society
Type of diploma and scope of the educational program	Master's degree, single, 90 ECTS credits, study period 1 year 4 months
Availability of accreditation	Certificate of accreditation of specialty 054 "Sociology" ND 2189550, issued by the Ministry of Education and Science of Ukraine in accordance with the decision of the Accreditation Commission dated June 27, 2013. The certificate is valid until July 1, 2023.
Preconditions	First (bachelor) level of higher education
Language of teaching	Ukrainian (partly English, optional)
The term of validity of the educational program	2022-2023
Internet address of the permanent placement of the description of the educational program	http://start.karazin.ua/programs/ http://socio.karazin.ua/navchannya/osvitno-profesiyni-programi
2 - The purpose of the educational and professional program	
The purpose of the program	The program is aimed at graduates acquiring in-depth theoretical knowledge and practical skills necessary for researching the processes of digitization of social life, for the use of information and communication technologies in the management of complex social systems.

3 – Characteristics of the educational and professional program

Subject area (field of knowledge, specialty, specialization (if available))

Field of knowledge 05 - "Social and behavioral sciences" Specialty 054 - "Sociology"

<p>Orientation of the educational and professional program</p>	<p>The educational program is focused on mastering theoretical knowledge and practical skills and abilities for research and application of social and communicative technologies in the digital society.</p>
<p>The main focus of the educational and professional program and specialization</p>	<p>Provision of professional training of sociologists who possess theoretical knowledge and practical competences in research, improvement and application of the latest communication and information technologies in the management of social processes and institutions, capable of independent practical, research and practical activities in the relevant institutional and communicative spaces.</p>
<p>Features of the program</p>	<p>The program is aimed at training specialists who are able to develop and apply sociological methods for researching the impact of information and communication technologies on social institutions and social processes, such as those who possess the basic spectrum of modern Internet communications in various spheres of social life of a digital society, in social administration, the education system, medicine, in social networks, in the media space, etc.</p> <p>The basic sociocultural paradigms and institutions of society are rapidly transforming under the influence of various Internet practices (the use of big data, neural networks, artificial intelligence, the possibility of total observation of the behavior of individuals and groups, contextual advertising, instant global financial transactions, targeted electoral technologies, etc.). Not only social actors who are directly and consciously included in Internet communications are changing, but also those who do not engage in digital activity, but are directly or indirectly influenced by it. It is important to understand that Internet communications have not only technical characteristics that lead to important social consequences (globality, multimedia, hypertextuality, interactivity) but also differ in purely social features (individualization of content, anonymity, mosaicism, horizontality, self-presentation, etc.) and social risks and destructive forms of behavior.</p> <p>There is a need to create a special educational and professional program for training specialists</p>

	capable of applying sociological theory, methodology, methods for researching the impact of Internet practices on society and its separate spheres, especially on social processes in territorial communities, applying digital technologies in management, in education, medicine, in organizations and social networks, in the media space, etc.
4 – Graduates' suitability for employment and further education	
Suitability for employment	The graduate is able to perform the specified professional work: 2442.1 Junior researcher (sociology) 2442.1 Researcher (sociology) 2442.1 Consultant researcher (sociology) 2442.2 Sociologist 2443.2 Consultant on social and political issues (in parties and other public organizations) 2310.2 Teacher of a higher educational institution 2447.1 Research staff (projects and programs)
Further education	EPP allows you to continue your studies at the third level of higher education in the field of social and behavioral sciences, on interdisciplinary programs, as well as to improve your qualifications and receive additional postgraduate education and self-education.
5 – Teaching and assessment	
Teaching and learning	The general teaching method is problem-oriented. Preference is given to active (problem, project, interactive, information-computer, etc.) forms of training with an emphasis on the practical component of professional training. Training has a student-centered character, takes place in organic connection with the scientific research of the department and faculty.

Assessment	Types of control: current, thematic, periodic, final, self-control. Forms of control: oral and written questioning, test tasks using a computer, qualification work. There are written exams in academic disciplines, essays, presentations, testing, defense of the practice report, term papers, public defense of qualification work.
6 – Program competencies	
Integral competence	Ability to solve complex theoretical and practical problems of optimization of institutional and communicative processes in digital society, in non-standard situations characterized by complexity and uncertainty of conditions, using appropriate information and computer technologies.
General competencies (GC)	<p><i>Competences defined by the standard of higher education of the specialty 054 "Sociology":</i></p> <p>GC 1. Ability to abstract thinking, analysis and synthesis. GC 2. Ability to work autonomously. GC 3. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity). GC 4. Ability to work in an international context. GC 5. Ability to evaluate and ensure the quality of work performed GC 6. Ability to make informed decisions.</p> <p><i>Competences defined by the university:</i></p> <p>GC 7. Ability to search and research within the framework of social projects at different levels using the theory and methods of sociological study of the digital society. GC 8. Ability to apply the principles of communication at different levels and in various forms, taking into account the initial conditions and characteristics of the digital communication environment.</p>
Professional competencies (PC)	<p><i>Competences defined by the standard of higher education of the specialty 054 "Sociology":</i></p> <p>PC 1. The ability to analyze social phenomena and processes. PC 2. Ability to identify, diagnose and interpret social problems of the Ukrainian</p>

	<p>society and the world community.</p> <p>PC 3. Ability to design and perform sociological research, develop and substantiate their methodology.</p> <p>PC 4. Ability to collect and analyze empirical data using modern methods of sociological research.</p> <p>PC 5. Ability to discuss the results of sociological research and projects in Ukrainian and foreign languages.</p> <p>PC 6. The ability to adhere to the norms of professional ethics of a sociologist in their activities and be guided by universal human values.</p> <p>PC 7. Ability to develop and evaluate social projects and programs.</p> <p>PC 8. Ability to cooperate with European and Euro-Atlantic institutions.</p> <p><i>Competences defined by the university:</i></p> <p>PC 9. Ability to explore and participate in social entrepreneurship in a digital society, to ensure their own professional implementation and success in the labor market and in the field of entrepreneurial activity.</p> <p>PC 10. Ability to improve and implement digital literacy, effectively use a set of basic information and communication technologies in professional activities in the organization of individual and team work, as well as in making management decisions.</p> <p>PC 11. Ability to conduct sociological research and conduct sociological support for the implementation of projects aimed at promoting regional social development, development of territorial communities and improving the activities of authorities and management at various levels.</p>
7 – Program learning outcomes	
Program learning outcomes (PLO)	<p><i>Competences defined by the standard of higher education of the specialty 054 "Sociology":</i></p> <p>PLO 1. Analyze social phenomena and processes using empirical data and modern concepts and theories of sociology.</p> <p>PLO 2. Carry out diagnostics and interpretation</p>

	<p>social problems of Ukrainian society and the world community, the causes of their occurrence and consequences.</p> <p>PLO 3. Develop and implement social and interdisciplinary projects taking into account social, economic, legal, environmental and other aspects of social life.</p> <p>PLO 4. Apply scientific knowledge, sociological and statistical methods, digital technologies, specialized software for solving complex problems of sociology and related fields of knowledge.</p> <p>PLO 5. Search, analyze and evaluate the necessary information in the scientific literature, data banks and other sources.</p> <p>PLO 6. Freely communicate orally and in writing in Ukrainian and one of the foreign languages when discussing professional issues, research and innovation in the field of sociology and related sciences, including in the context of cooperation with European and Euro-Atlantic institutions.</p> <p>PLO 7. To solve ethical dilemmas in accordance with the norms of professional ethics of the sociologist and universal human values.</p> <p>PLO 8. It is clear and unambiguous to convey knowledge, own conclusions and arguments on sociology and related fields of knowledge to specialists and non-specialists, in particular to students.</p> <p>PLO 9. Plan and carry out scientific research in the field of sociology, analyze the results, substantiate conclusions.</p> <p><i>Competences defined by the university:</i></p> <p>PLO 10. Plan and carry out sociological research and participate in the implementation of projects that promote the development of territorial communities and are aimed at improving the activities of authorities and management at various levels, local self-government.</p>
<p>8 – Resource support for the implementation of the program</p>	
<p>Specific characteristics of staffing</p>	<p>Teaching is provided by the Department of Applied Sociology and Social Communications of the School of Sociology, which includes 6 professors, doctors of sciences; 10 associate professors, candidates of sciences; 4 senior lecturers, candidate of sciences; 6</p>

	senior lecturers. The program involves leading specialists working in the practical fields of Internet communications, strategic communications, and public relations. Practitioners will be involved in teaching modules of specialized disciplines of professional direction.
Specific characteristics of material and technical support	Educational buildings; thematic rooms; specialized laboratories; computer classes, food points; wireless access points to the Internet; multimedia equipment; educational media studio, e-learning center, gym, sports grounds.
Specific characteristics of information and educational-methodological support	Library electronic resources, electronic scientific publications, e-learning courses with the possibility of distance learning and independent work in the virtual educational environment Moodle; official site of V. N. Karazin Kharkiv National University; website of the School of Sociology, blog of the Department of Applied Sociology and Social Communications, pages of the faculty and department in social networks; wireless access points to the Internet; audiences with access to the Internet; corporate mail; curricula and work plans; schedules of the educational process; educational and methodical complexes of disciplines; practice programs.
9 – Academic mobility	
National credit mobility	It provides for the possibility of included training during the semester in other higher education institutions of Ukraine on the basis of bilateral agreements between Karazin University and higher education institutions of Ukraine.
International credit mobility	On the basis of bilateral agreements between Karazin University and higher educational institutions-partners of foreign countries, as well as within the framework of international programs of student academic mobility with the participation of the University.
Training of foreign applicants for higher education	Education of foreign applicants for higher education is carried out on the basis of the Law of Ukraine "On Higher Education".

2. The list of components of the educational and professional program and their logical sequence

2.1. List of components EPP

Код н/д	Components of the educational program (academic disciplines, term papers, practices, qualification work)	Number of credits	Form of final control
Required components EPP			
General training			
EC-1	Foreign language	8	Test
Professional training			
EC-2	Digital society: global problems	4	Exam
EC -3	Sociology of the Internet	6	Exam
EC -4	Web analytics workshop	4	Test
EC -5	Sociocultural risks of Internet communications	4	Exam
EC -6	Methods of digital sociology	4	Exam
EC -7	Workshop: work with communicative management services	6	Exam
EC -8	Coursework 1		Exam
EC -9	Coursework 2		Exam
EC -10	Preparation of master's qualification work	16	Defense
EC -11	Pre-diploma practice	14	Test
The total amount of required components		66	
Selective components EPP <i>(Selected in one discipline from 5 blocks of elective disciplines with a total of 24 CKTC)</i>			
Selective block 1			
SB 1.1	Communicative strategies in the digital age	6	Exam
SB 1.2	Network communications in the digital society		Exam
Selective block 2			
SB 2.1	Culture and ethics of Internet communication	4	Test
SB 2.2	Leadership and partnership in the digital society		Test
Selective block 3			
SB 3.1	E-governance models	4	Test
SB 3.2	Digitalization of education: sociological perspective		Test
Selective block 4			
SB 4.1	Information wars in the Internet space	6	Test
SB 4.2	Security of the information and communication space of the digital society		Test
Selective block 5			
SB 5.1	Deviant behavior in the Internet space	4	Exam
SB 5.2	Workshop on presentation		Exam
The total volume of sample components:		24	
THE TOTAL VOLUME OF THE PROGRAM		90	

2.2. Structural and logical scheme EPP

Semester	Component of the educational and professional program						
1 Semester	EC-1	EC -2	EC -3	EC -4	SB 1	SB 2	-
2 Semester	EC -1	EC -5	EC -6	EC -7	SB 3	SB 4	SB 5
3 Semester	EC -8	EC -9	EC -10	EC -11	-	-	-

3. Form of certification of applicants for higher education

Certification of persons who receive the second (master's) level of higher education in the specialty 054 – "Sociology" in the educational and professional program "Digital Society" is carried out by the Attestation Commission after the full implementation of the curriculum.

The form of certification is the protection of qualification work. Qualification work aims to find out the level of educational and professional training of a person obtaining a master's degree to perform professional tasks in accordance with the requirements of the educational and professional program.

The work should be checked for plagiarism in accordance with the procedure defined by the system of ensuring the quality of educational activities and the quality of higher education by the higher education institution. The abstract of the qualification work, its content should be published on the official website of the higher education institution or its structural unit.

A person who has successfully completed an educational and professional program, on the basis of the decision of the Attestation Commission, is awarded the educational degree "Master", is awarded the qualification "Master of Sociology. Digital Society" and a document on higher education is issued – a master's degree.

4. Matrix of compliance of professional competencies with the components of the educational program

	EC 1	EC 2	EC 3	EC 4	EC 5	EC 6	EC 7	EC 8	EC 9	EC 10	EC 11	SB 1.1	SB 1.2	SB 2.1	SB 2.2	SB 3.1	SB 3.2	SB 4.1	SB 4.2	SB 5.1	SB 5.2
IC. Ability to solve complex theoretical and practical problems of optimization of institutional and communicative processes in the digital society, in non-standard situations characterized by complexity and unrecognized conditions, using appropriate information and computer technologies.				+	+		+	+		+		+				+		+	+		
GC 1. Ability to abstract thinking, analysis and synthesis.		+		+		+	+	+	+	+				+	+		+				+
GC 2. Ability to work autonomously								+	+	+											
GC 3. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity).	+			+	+	+	+					+	+	+	+		+	+	+		+
GC 4. Ability to work in an international context.	+	+			+								+				+	+	+		
GC 5. Ability to evaluate and ensure the quality of work performed.				+		+	+										+		+		+
GC 6. Ability to make informed decisions.					+	+	+			+	+			+	+		+	+	+		+

	OK 1	OK 2	OK 3	OK 4	OK 5	OK 6	OK 7	OK 8	OK 9	OK 10	OK 11	ББ 1.1	ББ 1.2	ББ 2.1	ББ 2.2	ББ 3.1	ББ 3.2	ББ 4.1	ББ 4.2	ББ 5.1	ББ 5.2
GC 7. Ability to search and research within the implementation of social projects at different levels using the theory and methods of sociological study of the digital society.			+		+	+						+	+	+	+		+				
GC 8. Ability to apply the principles of communication at different levels and in various forms, taking into account the initial conditions and characteristics of the digital communication environment.		+	+				+					+	+	+	+		+		+		
PC 1. The ability to analyze social phenomena and processes.		+	+	+	+	+	+	+	+	+				+	+	+	+	+	+	+	+
PC 2. Ability to identify, diagnose and interpret social problems of Ukrainian society and the world community.		+	+		+			+	+				+		+		+	+	+		
PC 3. Ability to design and perform sociological research, develop and substantiate their methodology.						+		+			+	+					+				+
PC 4. Ability to collect and analyze empirical data using modern methods of sociological research.						+	+	+	+	+	+		+		+		+	+	+		+
PC 5. Ability to discuss the results of sociological research and projects in Ukrainian and foreign languages.	+	+			+					+	+				+		+				+

	OK 1	OK 2	OK 3	OK 4	OK 5	OK 6	OK 7	OK 8	OK 9	OK 10	OK 11	ББ 1.1	ББ 1.2	ББ 2.1	ББ 2.2	ББ 3.1	ББ 3.2	ББ 4.1	ББ 4.2	ББ 5.1	ББ 5.2
PC 6. The ability to adhere to the norms of professional ethics of a sociologist in their activities and be guided by universal human values.		+	+	+	+		+			+	+	+	+	+	+		+	+	+	+	
PC 7. Ability to develop and evaluate social projects and programs.		+		+		+	+	+	+		+	+			+		+	+	+		
PC 8. Ability to cooperate with European and Euro-Atlantic institutions.						+		+	+		+	+					+				+
PC 9. Ability to explore and participate in social entrepreneurship in a digital society, to ensure their own professional implementation and success in the labor market and in the field of entrepreneurial activity.							+	+													
						+	+			+	+		+		+		+	+		+	+
PC 10. Ability to improve and implement digital literacy, effectively use a set of basic information and communication technologies in professional activities in the organization of individual and teamwork, as well as in making management decisions.		+	+	+						+		+			+	+			+		+

	OK 1	OK 2	OK 3	OK 4	OK 5	OK 6	OK 7	OK 8	OK 9	OK 10	OK 11	ВБ 1.1	ВБ 1.2	ВБ 2.1	ВБ 2.2	ВБ 3.1	ВБ 3.2	ВБ 4.1	ВБ 4.2	ВБ 5.1	ВБ 5.2	
PC 11. Ability to conduct sociological research and sociological support for the implementation of projects aimed at promoting regional social development, development of territorial communities and improving the activities of authorities and management at various levels.							+						+		+							

5. Матриця забезпечення програмних результатів навчання (ПРН) відповідними компонентами ОПШ

	OK 1	OK 2	OK 3	OK 4	OK 5	OK 6	OK 7	OK 8	OK 9	OK 10	OK 11	ВБ 1.1	ВБ 1.2	ВБ 2.1	ВБ 2.2	ВБ 3.1	ВБ 3.2	ВБ 4.1	ВБ 4.2	ВБ 5.1	ВБ 5.2	
PLO 1. Analyze social phenomena and processes using empirical data and modern concepts and theories of sociology.		+	+	+	+	+	+	+	+	+	+	+	+		+	+	+	+	+	+	+	+
PLO 2. To carry out diagnostic and interpretation of social problems of Ukrainian society and the world community, their origin and consequences.		+	+	+	+			+	+			+	+	+	+	+	+	+	+	+	+	
PLO 3. To develop and implement social and interdisciplinary projects, taking into account social, economic, legal, environmental and other social life.				+			+	+		+	+				+			+	+			
	OK 1	OK 2	OK 3	OK 4	OK 5	OK 6	OK 7	OK 8	OK 9	OK 10	OK 11	ВБ 1.1	ВБ 1.2	ВБ 2.1	ВБ 2.2	ВБ 3.1	ВБ 3.2	ВБ 4.1	ВБ 4.2	ВБ 5.1	ВБ 5.2	

PLO 4. Apply scientific knowledge, sociological and statistical methods, digital technologies, specialized software to solve problems of sociology and related fields of knowledge.				+		+	+		+	+							+	+	+	+	
PLO 5. Search, analyze and evaluate the necessary information in the scientific literature, data banks and other sources.	+			+			+								+		+		+		
PLO 6. Freely communicate orally and in writing in Ukrainian and one of the foreign languages when discussing professional issues, research and innovation in the field of sociology and related sciences, including in the context of cooperation with European and Euro-Atlantic institutions.	+				+		+							+					+	+	
PLO 7. To solve ethical dilemmas in accordance with the norms of professional ethics of the sociologist and universal human values.				+				+	+		+	+			+	+		+	+		+
	OK 1	OK 2	OK 3	OK 4	OK 5	OK 6	OK 7	OK 8	OK 9	OK 10	OK 11	ББ 1.1	ББ 1.2	ББ 2.1	ББ 2.2	ББ 3.1	ББ 3.2	ББ 4.1	ББ 4.2	ББ 5.1	ББ 5.2

