



ANALYTICAL SOCIOLOGY AND SOCIAL BEHAVIOUR: MODERN APPROACHES

Curriculum (Syllabus)

Course details

Level of higher education	Second (Master's)
Field of knowledge	C - social sciences, journalism, information and international relations
Specialisation	C5 Sociology
Educational programme	Social Data Analytics
Status of discipline	Mandatory
Form of study	Full-time (day)
Year of training, semester	1st year (1st semester)
Scope of the discipline	5 ECTS credits/150 hours: lectures – 30 hours, seminars – 30 hours, independent study – 90 hours.
Semester control/control measures	Exam, modular control work /essay
Class schedule	https://schedule.kpi.ua/
Language of instruction	Ukrainian
Information about the course supervisor/lecturers	<p><i>Lectures:</i> Doctor of Sociology, Myroslava Pavlivna Kukhta +38 0978085822 miroslavakukhta@gmail.com</p> <p><i>Practical classes:</i> Doctor of Sociology, Kukhta Myroslava Pavlivna +38 0978085822 miroslavakukhta@gmail.com</p>
Course placement	https://classroom.google.com/c/ODAwMDkzMzQ2OTc2

1. Description of the course, its purpose, subject matter and learning outcomes

The course "Analytical Sociology and Social Behaviour: Contemporary Approaches" is devoted to studying how sociologists explain individual and collective actions of people in a changing world. The focus is on classical approaches to social behaviour and the latest theoretical developments that analyse contemporary crises, conflicts, digital transformations and innovative processes.

The discipline integrates ideas from behavioural sociology with approaches from analytical sociology: it examines the mechanisms that link the micro level of individual actions and the macro level of social structures. Particular emphasis is placed on the use of modern research methods — from qualitative analysis of everyday practices to working with large social data sets, including algorithmic and network models. **The subject** is the social behaviour of individuals and groups, its motives, strategies and consequences in connection with changes in social structures, values and technologies; mechanisms that determine the interaction between the individual and the social environment.

Competencies acquired during the study of the discipline:

Professional competencies:

- FC 01 - Ability to analyse social phenomena and processes.
- PC 02 - Ability to identify, diagnose and interpret social problems of Ukrainian society and the global community.
- PC 05 - Ability to discuss the results of sociological research and projects in Ukrainian and foreign languages.

Programme learning outcomes:

- PRN 01 - Analyse social phenomena and processes using empirical data and modern concepts and theories of sociology.
- PRN 02 - Diagnose and interpret social problems in Ukrainian society and the global community, their causes and consequences.
- PRN 07 - Resolve ethical dilemmas in accordance with the norms of professional ethics of a sociologist and universal human values.

While studying the discipline, students will also be able to:

- develop the ability to think critically and systematically when working with social data;
- assess the reliability of information and sources, effectively process data for scientific and practical tasks;
- realise the importance of analysing and synthesising data on social practice in various spheres of public life;
- navigate the leading concepts of social behaviour in classical and contemporary sociology;
- apply methodological principles of analysis of social action and social conflicts;
- use analytical tools to explain the relationship between the individual and society;
- analyse social behaviour in different contexts;
- work with empirical data (surveys, interviews, digital traces) and interpret their results;
- apply modern digital, statistical and algorithmic methods in sociological research;
- identify and evaluate factors of sustainable development of the country based on critical analysis of various sources;
- analyse the empirical content of sociological theories using the tools of analytical sociology and digital technologies;
- create conceptual models and research mechanisms to explain social behaviour, apply them in management practices;

- acquire practical skills in working with social data, combining academic discourse with mathematical and statistical methods of analysis;
- master the basic tools of network modelling of social processes, analyse the diffusion of innovations, collective action and radicalisation;
- prepare analytical reports and presentations of research results using modern digital tools and open data;
- independently perform comparative analysis of various social data sets using digital technologies;
- effectively use the knowledge and skills acquired to form their own behavioural strategies and scientifically sound decisions in professional and civic activities.

2. Prerequisites and post-requisites of the discipline (place in the structural-logical scheme of training under the relevant educational programme)

The discipline is studied after mastering the disciplines of the bachelor's course. In particular, "General Sociology – 1, 2", "History of Sociology – 1, 2", "Ukraine in the Context of European Historical Development", "General Theory of Development", "Theory and History of Conflict Resolution", as well as other normative and elective disciplines.

The discipline is closely related to such disciplines as political science, sociology, history, sociology of values, and social anthropology, which create a common theoretical and methodological basis for students to understand the content of the proposed discipline.

Studying this discipline will allow students to master the disciplines of the master's course more effectively and prepare more thoroughly for writing and defending their master's thesis. To study this discipline, students should have skills in using a text editor on a computer and working with electronic information databases.

3. Content of the academic discipline

Topic 1. Theoretical and methodological foundations of social behaviour research

Topic 2. Macro-level framework of contemporary behavioural sociology

Topic 3. Micro and meso levels of social action, group dynamics

Topic 4. Conflicts, crises and social transformations in the 20th and 21st centuries

Topic 5. Stratification, institutions and behavioural regimes

Topic 6. Analytical sociology as a research strategy

Topic 7. Network approach to social behaviour

Topic 8. Rationality, cognitive biases and decision-making

Topic 9. Radicalisation, populism and transformations of capitalism

Topic 10. Diffusion of innovations and social change

Topic 11. Behaviour in conditions of war, trauma and collective resilience

Topic 12. Artificial intelligence, algorithms and social behaviour

Topic 13. Digital spaces and collective action

Topic 14. Values, norms and deviant practices in contemporary research, anthropological dimensions

Topic 15. Integration of contemporary theories and data in behavioural sociology

4. Teaching materials and resources

To successfully study the discipline, it is sufficient to work through the educational material presented in lectures and familiarise yourself with:

Basic literature

1. Diamond J. *Revolutions: The Fates of Nations in Crisis Our format 2021* – 480 p.
2. Moskalenko V.V. *M 82 Social Psychology. Textbook. 2nd edition, revised and supplemented* – Kyiv: Centre for Educational Literature, 2008. – 688 p.
3. Rozhanska N.V. *General Sociological Theory: Textbook.* / N.V. Rozhanska, O.M. Drozhanova, O.A. Onofriychuk, edited by I.A. Meizhis, V.L. Gavel. – Mykolaiv: Petro Mohyla Black Sea National University Publishing House, 2017. – 336 p.
4. *Ukrainian Society in Wartime. 2022: Collective Monograph* / S. Dembitsky, O. Zlobina, N. Kostenko et al.; edited by Corresponding Member of the National Academy of Sciences of Ukraine, Doctor of Philosophy Ye. Golovakha, Doctor of Social Sciences S. Makeev. Kyiv: Institute of Sociology of the National Academy of Sciences of Ukraine, 2022. 410 p.
5. *Contemporary Sociological Theory*, Craig Calhoun (Editor), Joseph Gerteis (Editor), James Moody (Editor), Steven Pfaff (Editor), Indermohan Virk (Editor) 2022/4th Edition Wiley

Supplementary literature:

1. Nemesh O.M. *Virtual Activity of the Individual: Structure and Dynamics of Psychological Content: Monograph* / O.M. Nemesh. Kyiv: Slovo, 2017. – 391 p.
2. Paliy A.A. *Differential Psychology: Textbook* / A.A. Paliy. – Kyiv: Akademvydav, 2010. – 432 p. Huntington S. *Political Order in Changing Societies*. Translated from English by Taras Tsymbal. Nash Format, 2019. – 448 p.
3. Piotr Sztompka *SOCIOLOGY. Analysis of Society*. – Lviv: Kolir PRO, 2020. – 800 p.
4. David Lazer et al., *Computational Social Science*. *Science* 323, 721-723 (2009). DOI: 10.1126/science.1167742.
5. Craig, K., Morgan, L., Chen, C., Michie, S., Fusco, N., Snowdon, J., Scheufele, E., Gagliardi, T., & Sill, S. (2020). Systematic review of context-aware digital behaviour change interventions to improve health. *Translational Behavioral Medicine*, 11, 1037–1048. <https://doi.org/10.1093/tbm/ibaa099>.

Information resources:

1. <http://www.socio-journal.kpi.kiev.ua/> - Bulletin of Igor Sikorsky KPI. Sociology. Political Science. Law.
2. <http://stmm.in.ua/> - Sociology: theory, methods, marketing. IS NASU
3. <http://www.nbu.gov.ua> – V.I. Vernadsky National Library of Ukraine.
4. <https://prometheus.org.ua/>. The best online courses in Ukraine and worldwide.
5. <http://www.sociology.kpi.ua/literature> – Department of Sociology, Igor Sikorsky Kyiv Polytechnic Institute

Educational content

5. Methods of mastering the academic discipline (educational component)

Lectures

Lecture 1. Theoretical and methodological foundations of social behaviour research.

Key issues. The relevance of studying social behaviour in the current context of social transformation. The conceptual and categorical apparatus of behavioural sociology. Leading paradigms: functionalism, conflictology, interpretive sociology, rational choice. Interdisciplinary context: links with psychology, anthropology, cultural studies. Methodological problems of

explaining social behaviour: combining qualitative and quantitative methods, the importance of analytical sociology for revealing the mechanisms of interaction.

Lecture 2. Macro-level framework of contemporary behavioural sociology.

Key issues. Social behaviour in the context of macrosociological theories. Émile Durkheim's contribution to the understanding of collective representations and norms. Max Weber: social action and its typology. Further development — theories of risk society (U. Beck), globalisation processes and their impact on social behaviour. Macro-level approaches to the study of social transformations, institutional crises, and the formation of new types of social identities. The use of empirical data to confirm macro-theoretical concepts.

Lecture 3. Micro and meso levels of social action, group dynamics

Key issues. Microsociological traditions: symbolic interactionism (G. Blumer), phenomenological sociology (A. Schutz), ethnomethodology (G. Garfinkel). Everyday life as an object of sociological analysis. Group norms, social roles, processes of identification and socialisation. Meso level — dynamics of small and medium-sized groups, formal and informal associations, the role of communication. Group dynamics as a mechanism of collective behaviour: conformism, leadership, decision-making. The significance of micro- and meso-processes for the formation of broader social structures and collective actions.

Lecture 4. Conflicts, crises and social transformations in the 20th and 21st centuries

Key issues. Conflict as a driver of social change: classical approaches by K. Marx, R. Dahrendorf, L. Coser. The evolution of conflict studies concepts in the second half of the 20th century. Contemporary approaches to the study of conflict escalation and regulation. Social crises in global and local dimensions: from economic and political crises to crises of values. Transformational processes in Ukrainian society in the 21st century. The potential of social data analytics for identifying the causes and consequences of crisis processes.

Lecture 5. Stratification, institutions and behavioural regimes.

Key issues. Class schemes and social stratification: J. Goldthorpe's neo-Weberian approach, E. Wright's neo-Marxist concept, G. Esping-Andersen's post-industrial approach. Institutions as frameworks for social behaviour: political, economic and cultural constraints. Interaction between individual strategies and structural constraints. Behavioural regimes in societies with different levels of democratic, economic and cultural development. Use of empirical data for comparative analysis of social stratification.

Lecture 6. Analytical sociology as a research strategy.

Key issues. Analytical sociology: history of formation and main principles. Explanatory mechanisms and micro-macro links in social processes. Model explanations and the role of formalisation. Advantages of the mechanistic approach compared to traditional sociological theories. Examples of the application of analytical sociology in the study of contemporary social phenomena: diffusion of innovations, collective action, radicalisation. Challenges and prospects for the development of this direction in Ukrainian sociology.

Lecture 7. Network approach to social behaviour.

Key issues. Social networks as an object of analysis in contemporary sociology. The "small world" theory and scale-free network models. Network mechanisms for the dissemination of information, innovation and collective action. Structural constraints on network interactions. Methods for collecting and analysing network data. Examples of the application of network analysis in the study of political mobilisation, economic interaction and online communications.

The importance of the network perspective for combining micro- and macro-approaches in sociology.

Lecture 8. Rationality, cognitive biases and decision-making

Key questions. Classical notions of rationality in sociology and economics. Herbert Simon's concept of bounded rationality. Daniel Kahneman and Amos Tversky's prospect theory. Social norms as a framework for decision-making. Cognitive biases and their influence on the behaviour of individuals and groups. Rationality and moral intuitions. Methods for identifying behavioural anomalies in social research. Using data from experiments and surveys to analyse decision-making.

Lecture 9. Radicalisation, populism and the transformation of capitalism

Key questions. Social and behavioural patterns of radicalisation and political populism. The impact of social, economic and cultural crises on the growth of populist movements. Information ecosystems and the role of digital platforms in spreading radical ideas. Transformations of capitalism: from classical to "crisis" (Crack-Up Capitalism). Psychological and sociological mechanisms of the formation of radical and populist identities. Methods of researching radicalisation through the analysis of text corpora, event databases and digital data.

Lecture 10. Diffusion of innovations and social change

Key issues. E. Rogers' theory of innovation diffusion and its modern modifications. Social mechanisms for the adoption and spread of innovations. Simple and complex "contagion" as models for the spread of social practices. Barriers and factors for the implementation of innovations: organisational, cultural, institutional. The role of opinion leaders and social networks in diffusion processes. Methods of researching innovation processes based on survey data, social media and network analysis. Diffusion of innovations as a driver of social change in modern societies.

Lecture 11. Behaviour in conditions of war, trauma and collective resilience

Key questions. War radically changes the conditions of social action and everyday practices, requiring reflection on the transformations of individual and collective survival strategies. Research into traumatic experiences and the search for meaning in life, initiated by Viktor Frankl, became the basis for analysing behavioural responses in crisis situations. Jeffrey Alexander's theory of cultural trauma allows us to trace how war and violence construct new collective identities and systems of solidarity.

Lecture 12. Artificial intelligence, algorithms and social behaviour

Key questions. The emergence of algorithmic environments has become a new factor in the structure of social interaction. Manuel Castells, analysing the phenomenon of the "network society," showed that technologies determine not only the form of communication but also the logic of social organisation. Shoshana Zuboff, in her concept of "surveillance capitalism," revealed how digital corporations use behavioural data for management and control. The social sciences of data, developed by David Laser, demonstrate both new opportunities for sociological analysis and the risks of algorithmic discrimination and digital inequality.

Lecture 13. Digital spaces and collective action

Key questions. Digital spaces have become a key environment for mobilising collective action, which manifests itself in both cultural practices and political processes. Duncan Watts' theory of information cascades explains the mechanisms of behavioural pattern propagation in networks. Eli Pariser has shown that algorithmic selection creates "filter bubbles" that determine the nature

of digital communications and affect the ability for collective coordination. Digital post-truth, the spread of fake news and manipulative messages pose challenges for democratic societies.

Lecture 14. Values, norms and deviant practices in contemporary research, anthropological dimensions

Key questions. The problem of social norms and values occupies a central place in sociology and anthropology. Émile Durkheim interpreted norms as the basis of social order and collective consciousness. Robert Merton, developing the concept of anomie, showed how a violation of the consistency between goals and means leads to deviant behaviour. Clifford Geertz's anthropological perspective allows us to explore symbols, rituals, and cultural codes as mechanisms for regulating social behaviour. Contemporary research reveals how globalisation is transforming value systems and creating new forms of deviance.

Topic 15. Integration of contemporary theories and data in behavioural sociology

Key questions. Behavioural sociology at the present stage requires a combination of different methodological perspectives. Peter Hedström, within the framework of analytical sociology, justifies the need for a mechanistic explanation of social processes. The use of macro- and micro-approaches in a single research strategy allows us to avoid reductionism and form a comprehensive view of social action. The practice of using open data and digital methods creates conditions for the integration of different theoretical approaches and provides a new level of analysis of social processes.

Seminar (practical) classes

The main objectives of the seminar (practical) classes cycle are:

to develop in students:

- Acquire competencies and skills for critical and systematic consideration of social data, the ability to resist the dogmatism of binary oppositions;
- Knowledge of the forms of influence of contemporary research in economic psychology, theories of social development and network interactions on the formation of behavioural strategies of groups and individuals.

Seminar 1. Theoretical and methodological foundations of social behaviour research

Key issues. Behavioural theories in the structure of sociology and their relationship with other areas of social sciences. Analysis of classical paradigms — functionalism, conflictology, interpretative approaches — in attempts to explain social behaviour. The interdisciplinary dimension of behavioural strategy research: how psychology, anthropology and cultural studies broaden the horizons of sociological analysis. Analytical sociology as a tool for modelling social mechanisms that combine individual motivations and collective consequences. Practical possibilities for applying these approaches in the study of crisis social processes.

Seminar 2. Macro-level frameworks of contemporary behavioural sociology.

Key issues. Collective representations and social solidarity in Émile Durkheim's concept as a basis for interpreting social stability and crisis. Max Weber's typology of social action and ideas of rationalisation as a means of analysing motivational structures in a globalised society. Contemporary theories of risk society by Ulrich Beck and global transformations as a continuation of classical macro-theories. The relevance of these concepts for explaining new challenges — from environmental threats to technological risks. Problematic aspects of macro-level analysis: why general schemes need to be refined through micro- and meso-research.

Seminar 3. Micro and meso levels of social action, group dynamics.

Key questions. Herbert Blumer's symbolic interactionism and Alfred Schutz's phenomenology

in explaining everyday life as structured action. Harold Garfinkel's ethnomethodological approach to organising interaction. Group norms, social roles and identification processes in small groups. The emergence and functioning of informal rules of behaviour. The dynamics of group processes: mechanisms of leadership, conformity, intergroup conflicts. The importance of the meso level in the formation of behavioural strategies. How organisations and institutions structure individual action and aggregate it into collective results.

Seminar 4. Conflicts, crises and social transformations in the 20th and 21st centuries.

Key issues. The Marxist tradition of interpreting conflict as a driving force of social change. The development of this idea in the works of Ralf Dahrendorf and Lewis Coser. Escalation and resolution of conflicts in modern societies. What strategies are used to reduce tension and prevent crises. Social crises as factors of structural transformations. The interconnection between economic, political and cultural crises in the 20th–21st centuries. The role of empirical research in identifying the link between conflict and social change. How contemporary sociology analyses crisis processes in Ukraine and the world.

Seminar 5. Stratification, institutions and behavioural regimes.

Key issues. Comparison of class schemes by John Goldthorpe, Erik Wright, and Gösta Esping-Andersen in explaining social stratification and mobility. Institutions as behavioural frameworks: political, economic, and cultural constraints and their impact on individual strategies. Behavioural regimes in different social contexts: democracies, authoritarian regimes, transitional societies. Empirical analysis of stratification: how statistical data and sociological surveys allow theoretical models to be tested.

Seminar 6. Analytical sociology as a research strategy.

Key questions. Analytical sociology as an attempt to combine micro- and macro-levels through mechanistic explanations of social behaviour. Peter Hedström's approach to modelling social mechanisms and its influence on contemporary sociology. The use of formal models and simulations to verify sociological theories. The problem of explanatory power and limitations of analytical sociology in comparison with classical paradigms.

Seminar 7. A network approach to social behaviour.

Key issues. Social networks as an environment for the formation of behavioural strategies and collective actions. Duncan Watts' concept of "small worlds" and Albert-Laszlo Barabási's "scale-free networks" in explaining the structural limitations of interaction. Network analysis as a tool for studying the spread of innovations, norms, and social practices. The importance of the network approach for understanding cooperation, solidarity and conflicts in digital spaces.

Seminar 8. Rationality, cognitive biases and decision-making.

Key questions. The concept of bounded rationality in the works of Herbert Simon and its significance for social behaviour. Daniel Kahneman and Amos Tversky's prospect theory as a basis for studying cognitive biases. Moral intuitions and social norms as factors in decision-making beyond classical rationality. Analysis of empirical data from surveys and experiments in the study of behavioural anomalies.

Seminar 9. Radicalisation, populism and the transformation of capitalism.

Key questions. Radicalisation as a social process combining ideological, cultural and economic factors. Populism as a form of political mobilisation and its connection with mass communications in the works of Cas Mudde and Ernesto Laclau. Contemporary transformations of capitalism and the emergence of the phenomenon of "crack-up capitalism" as a challenge for behavioural

research. The role of information ecosystems and digital platforms in the spread of radical practices and political narratives.

Seminar 10. Diffusion of innovations and social change.

Key issues. Everett Rogers' classic theory of innovation diffusion and its application in sociology. Network models of innovation diffusion and the concept of "complex contagions." Organisational and cultural barriers to innovation adoption in different social contexts. Research on innovation as an indicator of social change on a global and local scale.

Seminar 11. Behaviour in conditions of war, trauma and collective resilience.

Key issues. War as a social context that creates specific behavioural regimes — adaptation, mobilisation, self-organisation. Comparison of sociological and psychological approaches to explaining survival strategies. Jeffrey Alexander's concept of cultural trauma as a tool for analysing social change as a result of collective losses. Viktor Frankl and the problem of finding meaning in crisis conditions as a basis for understanding the transformation of individuals' value orientations. Michael Ungar and the theory of collective resilience as an explanation of the mechanisms of social recovery after disasters. The role of volunteer movements, horizontal networks and civic initiatives in strengthening social resilience.

Seminar 12. Artificial intelligence, algorithms and social behaviour.

Key issues. Manuel Castells and the concept of network society as a framework for analysing algorithms that structure social interactions. The impact of digital platforms on the formation of new behaviour patterns. Shoshana Zuboff and the theory of "surveillance capitalism" as an explanation for the transformation of behavioural data into a resource for political and economic control. Criticism of algorithmic power and asymmetry of access to information. Artificial intelligence as a tool for social research: big data processing, forecasting collective trends, modelling interactions. Ethical risks of digital technologies: algorithmic discrimination, depersonalisation of social practices, new forms of social stratification. Issues of regulation and responsibility in digital sociology.

Seminar 13. Digital spaces and collective action.

Key issues. Digital spaces as a new sphere of mobilisation, where collective action is organised through social media and online networks. Examples of political campaigns, protests and global movements. Practical cases of hashtag and flash mob dissemination. Eli Pariser and the concept of "filter bubbles" as a critical aspect of algorithmic mediation. Social consequences of selective access to information for collective action. The phenomenon of post-truth and mass disinformation as a factor in the destabilisation of democratic processes. Network and content analysis as methods for studying digital forms of collective action.

Seminar 14. Values, norms and deviant practices in contemporary research, anthropological dimensions.

Key issues. Émile Durkheim and social norms as the basis of collective consciousness and the mechanism of social integration. The use of his approach in contemporary studies of social order. Robert Merton and the concept of anomie as the key to explaining deviant practices. Models of behavioural deviations in different sociocultural contexts. Clifford Geertz and the anthropological interpretation of symbols, rituals and cultural codes as regulators of behaviour. Synthesis of sociological and anthropological dimensions in the study of values. Globalisation and cultural hybridisation as factors in the emergence of new forms of deviance. Contemporary cases of value system transformation in different societies.

Seminar 15. Modular control work

6. Independent work

In order to deepen students' knowledge of the discipline and gain experience in independent work with scientific literature, independent study of scientific literature on problematic issues in political science is proposed. Students are required to know the main problems and definitions of seminar topics and to be fluent in the categorical apparatus of the discipline.

Independent work includes:

preparation for classroom sessions – 46 hours;

preparation of a report – 10 hours;

preparation for the modular control work – 4 hours;

preparation for the exam – 30 hours.

Total – 90 hours.

Policy and control

7. Policy of the academic discipline (educational component)

The discipline is studied in accordance with the existing methodology for organising the educational process in higher education institutions, which provides for a certain proportion of independent work by students. Seminar classes deepen theoretical knowledge on relevant topics of the academic discipline, reinforce practical skills in discussion, defending one's scientific position, working with literature and other sources of information, and critically reviewing the latest developments.

Attendance and completion of assignments

It is important to attend lectures that cover systematic educational material and presentations of documents in sufficient volume for students to master the discipline. It will be difficult for students to properly prepare for practical classes and complete practical assignments if they miss lectures. Therefore, active participation in lectures is essential for students who wish to demonstrate excellent learning outcomes. However, it is not necessary to make up for missed lectures.

Active participation of students in practical classes is mandatory and will be required. The student's rating will largely be based on the results of their work in practical (seminar) classes. Students who have missed practical classes can prevent their final rating from dropping by studying the relevant topics in a timely manner (during the semester) and completing the assignments for the missed classes. There is no need to wait until the exam session to communicate with the teacher. This should be done as soon as the student is ready to demonstrate their knowledge and skills on the missed topics.

The topics and assignments for practical classes are provided in the course syllabus, which is available in the student's personal account in the Campus system or on the website of the Department of Sociology. Google Classroom is also used in the context of distance learning.

During lectures and practical classes, the use of laptops and smartphones is permitted, but only for purposes related to the topic of the class and the relevant thematic assignment. It is not advisable to use these (and other similar) devices for entertainment or communication during class. You can answer the teacher's questions, express your opinions, and argue your research position by referring to relevant information sources. These can be prepared written notes on the topic of the class (or the assignment) and/or relevant references that can be verified.

Forms of work

The lectures cover the main topics of the course. Lectures are conducted in an interactive

mode. The topics of the lectures are outlined in the course syllabus. Questions from students to the lecturer during the lecture are welcome. The lecturer may ask questions to individual students or the audience as a whole. Dialogue between students and the lecturer during the lecture is allowed and encouraged.

Seminar classes are aimed at developing students' ability to work with scientific literature, prepare presentations based on preliminary analytical work, formulate and defend their position, and actively participate in discussions. Case studies and the Socratic method will be used in the classes.

Informal education

At the request of the applicant, in conditions that do not facilitate regular attendance, it is permissible to study individual parts of the discipline in asynchronous mode, in particular through distance learning courses and other forms of informal learning. In order for the credits for such courses to be taken into account in the rating system, they must correspond in content to certain topics of the syllabus, and their completion must be agreed with the teacher of the discipline. To confirm completion of informal learning, the student must provide a relevant document (certificate) indicating the name of the courses and their duration in hours. Recognition of informal education results is carried out in accordance with the procedure set out in the relevant Regulations of Igor Sikorsky KPI: <https://osvita.kpi.ua/node/179>.

University policy

Academic integrity

The policy and principles of academic integrity are defined in Section 3 of the Code of Honour of the National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute". For more details, see: <https://kpi.ua/code>.

(other necessary information regarding academic integrity)

Standards of ethical conduct

The standards of ethical conduct for students and employees are defined in Section 2 of the Code of Honour of the National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute". For more information, please visit: <https://kpi.ua/code>.

Artificial intelligence policy

The policy on the use of artificial intelligence and its principles are regulated by the order "Policy on the use of artificial intelligence for academic activities at Igor Sikorsky Kyiv Polytechnic Institute". For more details, see: <https://osvita.kpi.ua/node/1225>.

8. Types of control and rating system for assessing learning outcomes (RSO)

Ongoing assessment: quizzes on the topic of the lesson, completion of assignments

Calendar control: conducted twice per semester as monitoring of the current status of fulfilment of the requirements of the academic discipline.

Semester control: exam

Assessment and control measures

A student's rating for an academic discipline consists of points awarded for:

- 1) participation in discussions during lectures;
- 2) modular control work;
- 3) work in seminars;

- 4) term paper;
- 5) examination

Criteria for awarding points.

1. Participation in discussions during lectures (up to 8 points)

Weighting – 2 points for answering one question. The maximum number of points for all seminars is $r_{lect} = 2 \text{ points} * 4 = 8 \text{ points}$.

For each question answered, the student receives:

- active participation in the discussion, the student demonstrates a deep knowledge of the material, presents it logically and consistently, gives reasoned conclusions, freely operates with specific data, answers questions easily and convincingly – 2 points;
- participates in the discussion but demonstrates partial understanding of the material; answers are mostly correct but fragmentary or insufficiently reasoned; handles data with some difficulty; sometimes requires clarifying questions from the teacher – 1 point;
- participation in the discussion is passive or absent – 0 points.

2. The modular control work is graded on a scale of 10 points.

The test consists of three questions from the list provided in Appendix A.

Assessment criteria:

- "excellent" – complete answer (at least 90% of the required information) – 9-10 points;
- "good" – sufficiently complete answer (at least 75% of the required information), or complete answer with minor inaccuracies – 7-8 points;
- "satisfactory" – incomplete answer (at least 60% of the required information) and minor errors – 6 points;
- "Unsatisfactory" – answer does not meet the requirements for "Satisfactory" – 0-5 points.

3. Work in seminars (up to 14 points).

Weighting – 2 points for answering one question. The maximum number of points for all seminars is $r_{sem} = 2 \text{ points} * 7 = 14 \text{ points}$.

Assessment criteria:

- creative approach to revealing the problem, active participation in the class – 2 points;
- participation in the class is present, but the student demonstrates only partial understanding of the material – 1 point;
- passive or no participation in the class – 0 points.

4. Abstract.

Weighting – 18 points.

Assessment criteria:

- "excellent", the topic is fully covered (at least 90% of the required information), the work is written independently, meets the established requirements and is submitted on time – 16-18 points;
- "good", the topic is not fully covered (at least 75% of the required information), there are minor deviations from the established requirements, submitted on time – 13-15 points;
- "satisfactory", the topic is poorly covered and/or there are significant deviations from the established requirements and/or the work is submitted with a significant delay – 9-12 points;
- "unsatisfactory", the work does not meet the requirements for 9 points – 0 points.

Bonus points

A total of no more than 10 points for the following types of work:

- for research activities (participation in conferences, student competitions, publications);
- participation in faculty competitions in the discipline and all-Ukrainian competitions.

Conditions for a positive interim assessment:

The condition for passing the first calendar control is to receive at least 15 points. The condition for passing the second calendar control is to receive at least 30 points.

Conditions for admission to the exam:

The condition for admission of a student to the exam is to obtain a preliminary rating of at least 24 points.

4. Exam.

Weighting score – 50.

The exam involves oral answers to questions, a list of which is provided in Appendix 2.

Assessment criteria:

- 40-50 points – the student answers almost all exam questions, demonstrates a deep knowledge of the material, presents it logically and consistently, gives reasoned conclusions, freely operates with specific data, expresses their own position on controversial issues, demonstrates signs of theoretical thinking and sociological imagination;
- 30-39 points – the student answers most of the exam questions, demonstrates a good level of knowledge of the material;
- 20-29 points – the student answers about half of the exam questions, demonstrates rather superficial knowledge;
- 0-19 points – the student answers only some of the exam questions, does not have their own position, and makes significant inaccuracies.

Table of correspondence between rating points and university scale grades:

<i>Rating score Applicant (points)</i>	<i>University scale of grades for the level of acquired competencies (learning outcomes)</i>
100-95	Excellent
94	Very good
84	Good
74-65	Satisfactory
64-60	Sufficient
Less than 60	Unsatisfactory

Possible marks in the semester control report:

Not admitted	Failure to meet the conditions for admission to semester control
Removed	Violation of the principles of academic integrity or moral and ethical standards of conduct
Did not appear	The applicant was admitted but did not appear for the exam

Review of the rating system of assessment during the semester

The RSO may be reviewed upon a reasoned request from the applicant studying the OK, the student self-government body or the student trade union committee, submitted to the head of the supporting department. The review procedure is defined in Section 7 of the Regulations on the System of Assessment of Learning Outcomes at Igor Sikorsky KPI https://osvita.kpi.ua/sites/default/files/downloads/Pologennia_RSO_2025.pdf

9. Additional information on the discipline (educational component)**Recommendations for students**

During lectures, students should take notes on the main concepts, characteristics,

classifications, definitions, and algorithms discussed by the lecturer. If students listen carefully, record the relevant material, then read this text, apply it when solving problems or preparing for practical classes, and then present their reasoned position (opinion), critically evaluate the positions (opinions) of other students, and ask questions to the lecturer and students, the amount of educational material they have learned and the depth of their understanding will increase significantly.

When preparing for a practical class, the student must study the lecture material on a specific topic, and it is advisable to familiarise themselves with additional resources on the Internet. If questions arise or unclear points are identified, it is necessary to discuss them with the teacher. Even a well-prepared student should not remain a passive observer during a seminar, but should actively participate in the discussion of the issue. If a student has not familiarised themselves with the course material, they should listen more carefully to the speakers and try to compensate for their lack of preparation for the class with the information they receive. You should not refuse to answer the teacher's questions. Even if a student does not know the answer, it is advisable to try to answer, express your opinion based on your own knowledge, experience, the logic of the question, etc. At the same time, there is no need to be afraid of making mistakes – one of the important tasks of studying the humanities and social sciences is to develop the ability to think logically and express one's thoughts accordingly. However, it is worth remembering that ignorance of the subject matter is a significant shortcoming in a student's work and will negatively affect their overall rating. A responsible attitude towards preparation for each seminar allows you not only to correctly master the educational material, but also to save effort when passing the semester control.

An important part of successful student preparation is developing the ability to work with various sources of information, forming a competent approach to one's own information security, while opening oneself to the world and the world to oneself. The critical, comprehensive and systematic nature of analytics will allow students not only to better assimilate information, but also to quickly find the necessary, relevant answers when, for example, a specific practical question arises related to a specific communicative situation or questions of choice, the development of individual strategies, etc.

Extracurricular activities

Students can participate in an informal club for anyone interested in the social determination of behavioural strategies in today's globalised world. Research into the prospects for academic mobility and cooperation with foreign stakeholders.

Distance learning

Synchronous and asynchronous distance learning is possible using video conferencing platforms and the university's educational platform for distance learning.

Inclusive learning

Permitted

The working programme of the academic discipline (syllabus):

Compiled by Doctor of Sociology Myroslava Pavlivna Kukhta

Approved by the Department of Sociology (Minutes No. 14 of 23 June 2025)

Approved by the Methodological Commission of the Faculty of Sociology and Law (Minutes No. 4 of 24 June 2025)

QUESTIONS FOR THE MODULAR CONTROL WORK

1. Social behaviour in wartime as a phenomenon of changing personal life strategies and transforming value orientations.
2. Collective trauma as a factor in the formation of new identities of communities and societies.
3. Jeffrey Alexander's theory of cultural trauma compared to Viktor Frankl's existential concepts.
4. Collective resilience as a mechanism for overcoming crisis situations in society.
5. Algorithmic behaviour management as a new form of social control in the digital age.
6. Shoshana Zuboff's surveillance capitalism and its implications for democratic development.
7. The use of artificial intelligence in sociological research: opportunities and risks.
8. The problem of privacy and inequality in a society governed by algorithms.
9. Digital spaces as a new arena for collective action and the mobilisation of protest movements.
10. Duncan Watts' theory of information cascades as an explanation of digital mass behaviour.
11. Filter bubbles and algorithmic bias as factors of social fragmentation.
12. Post-truth and the spread of misinformation as factors in political radicalisation.
13. Deviant behaviour in Robert Merton's theory of anomie: contemporary manifestations and limitations.
14. Anthropological dimensions of rituals and symbols in Clifford Geertz's works as instruments of social order.
15. The transformation of value systems in a globalised society: from cultural homogenisation to hybridisation.
16. Peter Hedström's analytical sociology as a basis for explaining the mechanisms of social behaviour.
17. Macro- and micro-approaches in contemporary sociological research: possibilities for integration.
18. The use of open data and digital methods in behavioural sociology.
19. A network approach to explaining collective behaviour and its application in the context of digital communications.
20. Prospects for the integration of cognitive, network and analytical approaches in contemporary sociology.

GUIDELINES FOR ABSTRACTS

1. Social behaviour as a subject of interdisciplinary research: sociology, psychology, anthropology.
2. War and behavioural strategies of individuals: experiences of solidarity, volunteering and survival.
3. Collective trauma as a factor of social change: theoretical models and empirical examples.
4. The problem of the meaning of life in times of crisis: Viktor Frankl's existential approach.
5. Collective resilience as a new category of sociological analysis.
6. Artificial intelligence and algorithms as new social institutions.
7. Surveillance capitalism and the control society: a sociological dimension.
8. Social data sciences and the use of big data in sociology.
9. Digital platforms as a space for mobilising protest movements.
10. Information cascades in digital networks: examples and models.
11. Algorithmic filters and the problem of the public sphere.
12. Post-truth and disinformation as new challenges to democracy.
13. Deviant behaviour and social control: classical and contemporary concepts.
14. Value transformations in the era of globalisation.
15. Rituals and symbols as anthropological mechanisms for maintaining social order.
16. Macro- and micro-approaches in sociology: the reductionism debate.
17. Analytical sociology and mechanistic explanations of social behaviour.
18. The use of digital methods and open data to study collective action.
19. Network analysis as a tool for explaining the diffusion of innovations.
20. Prospects for the synthesis of analytical sociology, cognitive and network approaches.

EXAM QUESTIONS

1. Theoretical and methodological foundations of social behaviour research in contemporary sociology.
2. The interdisciplinary nature of the study of social behaviour: the interaction of sociology, psychology and anthropology.
3. Macro-level approaches to explaining social behaviour: Émile Durkheim and Max Weber.
4. Ulrich Beck's risk society as an analytical framework for studying global transformations.
5. Symbolic interactionism as an approach to explaining everyday practices.
6. Alfred Schutz's phenomenology and Harold Garfinkel's ethnomethodology in the study of social interaction.
7. Group dynamics: leadership, norms, roles, and intergroup conflicts.
8. Theories of social conflict: Karl Marx, Ralf Dahrendorf, and Lewis Coser.
9. Social crises of the 20th and 21st centuries as a factor in structural and value transformations.
10. Stratification and class schemes in the concepts of John Goldthorpe, Eric Wright, and Gösta Esping-Andersen.
11. Institutional constraints and individual strategies in the formation of behavioural regimes.
12. Peter Hedström's analytical sociology: explaining social mechanisms.
13. Combining macro- and micro-approaches in contemporary research on social behaviour.
14. A network approach to social behaviour: the concepts of Duncan Watts and Albert-Laszlo Barabási.
15. Small worlds and scale-free networks as models for the spread of social practices.
16. Bounded rationality in the works of Herbert Simon and its significance for explaining social decisions.
17. Daniel Kahneman and Amos Tversky's prospect theory: cognitive biases and behavioural anomalies.
18. Social norms, moral intuitions and their influence on decision-making.
19. Radicalisation as a social process: causes, stages, consequences.
20. Populism as a behavioural pattern in contemporary politics: the approaches of Cas Mudde and Ernesto Laclau.
21. Transformations of capitalism and the phenomenon of "crack-up capitalism".
22. Everett Rogers' classic theory of innovation diffusion and its contemporary applications.
23. Network models of innovation diffusion and complex contact networks.
24. Behaviour in wartime: adaptation, mobilisation, solidarity.
25. Trauma and collective resilience in contemporary sociological research.
26. Volunteer movements and horizontal networks as new forms of social action.
27. Algorithms and artificial intelligence as new social institutions.
28. Shoshana Zuboff's surveillance capitalism and its significance for the analysis of social behaviour.
29. Digital spaces and collective action: information cascades, post-truth, disinformation.
30. Prospects for integrating analytical sociology, cognitive and network approaches into a single explanatory strategy.