

## Applied Generative AI for Social Sciences: Digital Media and Communication Interdisciplinary AI Literacy (GenAI-SocialCom)

### General information

#### Objectives and Description

##### Description

Why GenAI-SocialCom?

This Blended Intensive Programme (BIP) explores the transformative impact of generative AI on social sciences, with a primary focus on communication and digital media. In an era where technology is rapidly evolving, this course addresses the critical need for students to understand and ethically apply generative AI tools. We will cover everything from the basics of generative AI to its practical applications in creating and analyzing digital content. The curriculum is designed to bridge theoretical knowledge with hands-on skills, preparing students for the innovative demands of today's tech-driven society.

##### Objectives:

This program is designed to equip students with essential knowledge and practical skills for the digital age. By the end of this BIP, participants will be able to:

- Understand the fundamental concepts of generative AI and its main applications (text, image, video, and sound).
- Create and edit digital content responsibly and ethically using generative AI.
- Critically evaluate the credibility and potential biases of AI-generated information.
- Apply a personal ethical framework for using AI, emphasizing transparency and accountability.

#### Methods and outcomes:

##### Methods:

The course will employ a dynamic mix of teaching methods, including lectures, group discussions, and hands-on workshops. The virtual component will feature online lectures, individual works and collaborative projects, while the physical component will focus on intensive practical sessions and teamwork.

##### Outcomes:

Students will produce an individual or collaborative project that demonstrates their ability to use generative AI applications. This will be complemented by an oral presentation of their work. The final evaluation will be based on the practical project and its presentation.

**Field of Education:** Interdisciplinary, with a focus on Communication Sciences, Digital Media, and Social Sciences.

#### Target audience / Participants profile:

- This program is ideal for 2nd-year Bachelor's students, but also for MA students. Participants should have a foundational competence in critically analyzing resources and basic digital skills. An intermediate (B1) level of English is recommended, as some bibliographic resources will be in English.
- Teachers and professionals in the sector /Teachers/trainers seeking to integrate GenAI into curricula

**No of ECTS issued:** 3

**Language of instruction and requirements:** English (B1 required). No prior coding experience needed; curiosity and critical thinking are essential.

**Dates for physical activity:** 16-20.02.2026

**Location of physical activity:** West University of Timișoara – Faculty of Governance and Communication Studies, Department of Communication Studies

**Dates for virtual and physical components:** 23-27.02.2026,  
2-6.03.2026,  
9-13.03.2026

### **Physical & Virtual Components Description:**

#### **Physical Component Description:**

The physical component will take place over one intensive week in Timișoara, Romania. This face-to-face period is designed to build a strong foundation and foster collaboration. Activities will include team-building exercises, introductory lectures on Generative AI, visiting stakeholders and hands-on workshops focusing on practical skills like prompt engineering and the use of text-to-image models. A significant portion will be dedicated to discussing the ethical dimensions of AI, including bias and intellectual property. The week will culminate in the introduction of the final project, with initial group brainstorming sessions to prepare for the virtual collaboration phase.

#### **Virtual Component Description:**

Following the in-person week, the programme will continue with a three-week virtual component hosted on Google Classroom. The virtual phase is designed for deeper learning, practical application, and collaborative project development. The first virtual week will cover advanced content creation tools and practices, such as video and audio generation. The second week will focus on the critical evaluation of AI-generated content and developing a personal ethical framework. The final virtual week is dedicated to the completion of group projects and their oral presentation in a live online session, followed by peer feedback and final evaluation.

### **Organizing Board**

**Receiving/Host university:** West University of Timișoara – Faculty of Governance and Communication Studies, Department of Communication Studies; Laura Malita (laura.malita@e-uvt.ro) & Flavia Seres (flavia.seres@e-uvt.ro)

#### **Sending/Partner universities:**

1. Zaragoza University, Universidad de Zaragoza, Spain/UNITA Partner; Diana Valero Erazu ([dvalero@unizar.es](mailto:dvalero@unizar.es))
2. Instituto Politecnico de Santarem, Portugal; Ana Loureiro ([ana.loureiro@ese.ipsantarem.pt](mailto:ana.loureiro@ese.ipsantarem.pt)) & George Camacho ([george.camacho@ese.ipsantarem.pt](mailto:george.camacho@ese.ipsantarem.pt))
3. University of Florence, Italy / Francesca Torlone ([francesca.torlone@unifi.it](mailto:francesca.torlone@unifi.it)), Elisa Martinelli ([eli.martinelli@unifi.it](mailto:eli.martinelli@unifi.it)) & Paola Frosali ([erasmusplus@adm.unifi.it](mailto:erasmusplus@adm.unifi.it))
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6. Eotvos Lorand University, Budapest, Hungary; Kiss Zsuzsanna ([zsuzsi.kiss@tatk.elte.hu](mailto:zsuzsi.kiss@tatk.elte.hu)) & Fanni Magat ([erasmus@tatk.elte.hu](mailto:erasmus@tatk.elte.hu))

### **Detailed programme**

#### **Planned activities during physical component (Week 1)**

**1st day:** Welcome, getting to know each other - teambuilding (icebreaker and team-building); Introduction to Generative AI and its applications in social sciences; Intercultural workshop.

**2nd day:** Introduction to Large Language Models (LLMs) and prompt engineering; Hands-on workshop on creative text generation, summarization, and translation. A guided tour of Timișoara.

**3rd day:** Deep dive into text-to-image generation models with practical applications; Introduction to AI in video, animation, sound, and music creation. Company visits.

**4th day:** Session on the ethics of AI, covering bias, deepfakes, intellectual property, and responsible use; Introduction to the final project requirements and initial group brainstorming. Cultural events/visits

**5th day:** Group work session for project development; Final Q&A and setting the stage for the virtual collaboration phase. Teamwork & Free activities

### **Planned activities during virtual component (Weeks 2-4)**

#### **Week 2: Advanced Content Creation**

This week focuses on advanced practical applications.

\* Activities: Online lectures given by international/national/local researchers on video and audio content generation. Students will work individually and in teams to create and edit simple digital content.

#### **Week 3: Ethics, Critical Evaluation & Project Development.**

This week is dedicated to the critical and ethical dimensions of using AI.

\* Activities: Online lectures given by international/national/local researchers on evaluating the credibility of AI-generated information and identifying biases. Students will work on developing a personal ethical framework for AI use. Continued collaborative work on the final project.

#### **Week 4: Finalization and Presentation.**

The final week is for completing the projects and presenting the results.

\* Activities: Final project work and preparation for presentations. Each group will present their project orally in a live virtual session. This will be followed by peer feedback and the final evaluation.

### **Application procedure**

1. Fill in the online form (link to be published 15 Dec 2025).
2. Upload 250-word motivation + (1-minute video introducing yourself & a GenAI tool you already tried-optional).
3. Deadline: 18 Dec 2025.
4. Selection results: 19 Dec 2025.

### **What is covered by host university**

- All on-site teaching, mentoring, company visits/lectures
- Lunch breaks
- Shared accommodation bursaries for 10 top-ranked applicants (twin rooms in student dorms)