University of Gdańsk

# Subject card

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|---|---|---|---|
| Subject name and code | Strategies for stimulating social change - lecture, PG_00149070 | | |
| Field of study | Sociology | | |
| Date of commencement of studies | October 2025 | Academic year of realisation of subject | 2026/2027 |
| Education level | Master's studies | Subject group | Obligatory subject group in the field of study<br>Optional subject group<br>Subject group related to scientific research in the field of study |
| Mode of study | full-time studies | Mode of delivery | at the university |
| Year of study | 2 | Language of instruction | Polish |
| Semester of study | 3 | ECTS credits | 1.0 |
| Learning profile | academic | Assessment form | exam |
| Conducting unit | | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | dr Piotr Zbieranek | |
| | Teachers | | |

**Lesson types**

| Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
|---|---|---|---|---|---|---|
| Number of study hours | 15.0 | 0.0 | 0.0 | 0.0 | 0.0 | 15 |

E-learning hours included: 0.0

**Learning activity and number of study hours**

| Learning activity | Participation in didactic classes included in study plan | Participation in consultation hours | Self-study | SUM |
|---|---|---|---|---|
| Number of study hours | 15 | 2.0 | 8.0 | 25 |

**Subject objectives**

The course will focus on illuminating and exploring actions (possible strategies) that students can undertake to encourage and lead local communities towards cooperation, activism, and positive social transformation. The classes will be centered on answering the question - what actions can an expert take to instill processes of positive change in groups?

## Learning outcomes

| Course outcome | Subject outcome | Method of verification |
|---|---|---|
| [SOCMU2_W04] The graduate has in-depth knowledge and understanding of different types of informal and formal social bonds formed in different types of groups, social networks and societies, and the regularities governing their change | The graduate analyzes how the dynamics of social bonds influence the effectiveness of different social change strategies in local communities. | [SW4] test/exam - oral or written<br>[SW1] oral statement/ conversation/discussion |
| [SOCMU2_U02] The graduate is able to use theoretical knowledge from different streams of sociology and acquire data to analyse concrete social phenomena and processes and formulate own opinions about their character and course | The graduate is able to applie different sociological perspectives (e.g., conflict sociology, functional sociology) to analyze the effectiveness of different social change strategies. | [SU1] oral statement/conversation/ discussion<br>[SU4] test/exam - oral or written |
| [SOCMU2_W02] The graduate has advanced knowledge of different types of social structures and institutions such as the state, nation, classes and social strata, ethnic group, local community, social group, family, political party, enterprise, knows the differences in the principles of functioning of social, public and commercial organisations | Based on advanced knowledge the graduate assesses the influence of different social structures on the selection and implementation of social change strategies. | [SW4] test/exam - oral or written<br>[SW1] oral statement/ conversation/discussion |
| [SOCMU2_W09] The graduate has in-depth knowledge and understanding of various views on social life, and selected social structures and institutions expressed in the everyday world, public and scientific discourse, knows the directions of their historical evolution and the dynamics and consequences of conflicts on this background | The graduate has in-depth knowledge and understanding of different discourses (public, scientific, popular) on social change strategies, identifying their assumptions and consequences. Researches historical examples of social change strategies, analyzing their successes and failures in the context of different views on social life. | [SW4] test/exam - oral or written<br>[SW1] oral statement/ conversation/discussion |

## Subject contents

- Concepts of social change in various theoretical frameworks
- Factors of social change
- Behavioral economics as a tool for changing social behavior
- Ethical boundaries of intervention in social structures
- Evaluation of the effects of change

## Prerequisites and co-requisites

Completed the first year of supplementary studies, formal choice of subject.

## Assessment methods and criteria

| Subject passing criteria | Passing threshold | Percentage of the final grade |
|---|---|---|
| Final exam | 51.0% | 90.0% |
| Student activity during classes | 51.0% | 10.0% |

## Recommended reading

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|---|---|
| Basic literature | Marody, Mirosława, Anna Giza-Poleszczuk. 2004. Transformations of social bonds. An outline of the theory of social change. Warsaw: Wydawnictwo Naukowe ScholarSztompka, Piotr. 2005. Sociology of social change. Kraków: Wydawnictwo ZnakSimpler, cheaper, and more effective, or how behavioral economics supports public policies in Poland. 2019. Warsaw: Polish Economic Institute |
| Supplementary literature | Thaler, Richard, Cass Sunstein. 2008. Nudge: Improving Decisions About Health, Wealth, and Happiness. Yale University Press<br>Behavioral Economics: Crash Course Economics #27, YouTube |
| eResources addresses | |

## Example issues/ example questions/ tasks being completed

## Work placement

Not applicable

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