



Course syllabus

Faculty of Arts and Humanities

Department of Media and Journalism

1JO206 Att samla in, analysera och moderera användargenererat material från sociala medier, 7,5 högskolepoäng

Collecting, analyzing and moderating user-generated social media material, 7.5 credits

Main field of study

Journalism

Subject Group

Journalism

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved by Faculty of Arts and Humanities 2019-06-28

The course syllabus is valid from spring semester 2020

Prerequisites

General entry requirements and courses of at least 30 credits in the humanities or the social sciences.

Objectives

After completing the course, the student should be able to:

- account for current research on journalistic means of collecting, analysing and moderating user-generated social-media material,
- describe, compare and evaluate various ethical principles in journalism for data collection, analysis and moderation of user-generated social-media material,
- use different methods for collecting, analysing and moderating user-generated social-media material in journalistic production.

Content

The aim of this course is to strengthen the students' knowledge of collecting, analysing and moderating, by journalistic means, user-generated social-media material. The students develop knowledge and skills in investigating, understanding and using material from social-media users, taking ethical aspects into consideration. The course discusses various research traditions focusing on user-generated social-media material from a journalistic perspective. The students develop knowledge of methods and analysis as well as an understanding of various ethical perspectives.

Type of Instruction

Teaching is delivered on campus in the form of independent studies after instructions

from the teacher, project work in cooperation with fellow students, group discussions and presentations, and an individual written report. Participation in discussions and presentations forms the basis for examination.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

The grade A is the highest grade and the grade E is the lowest grade for passing the course.

In order to receive the grades of A–E, the student must achieve the objectives. The grade F means that the student's performance is assessed as failed. Assessment criteria for the A–F scale are communicated to the students in a separate document. The students are informed about the assessment criteria when the course starts, at the latest.

The course is examined through:

1) Oral project presentation (2.5 credits), 2) Oral opposition (1 credit), 3) Individual written report (4 credits).

If the university has decided that a student has the right to special educational support due to a disability, the examiner may offer an adapted test or allow the student to conduct the test in an alternative form.

For students who do not pass their first examinations, retake examinations are provided in accordance with Local regulations for courses and examinations at the first and second levels at Linnaeus University.

Course Evaluation

At the end of the course, a course evaluation is conducted. Results and analysis of the course evaluation are communicated to the students who have taken the course.

Students who are taking the course when it is offered the next time are informed of the results at the start of the course. The evaluation is anonymous.

Required Reading and Additional Study Material

Baym, N. & Boyd, D. (2012). Socially Mediated Publicness: An Introduction. In *Journal of Broadcasting & Electronic Media*, 56(3): 320–329. 10 p.

Bruns, A. (2018). *Gatewatching and News Curation: Journalism, Social Media, and the Public Sphere*. Digital Formations. Peter Lang, New York. 303 p.

Gerrard, Y. (2018). Beyond the hashtag: Circumventing content moderation on social media. In *New Media & Society*, 20(12): 4492–4511. 19 p.

Pernecky, T. (2016). *Approaches and Methods in Event Studies*. London: Routledge. Extracts.

Rogers, R. (2019). *Doing Digital Methods*. London: Sage.

Online resources used in the course, e.g.:

<http://onlineqda.hud.ac.uk>

<http://digitalmethods.net>

Additional research articles chosen on the basis of the student's areas of interest in each theme.