Linnæus University

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 2019-06-28
Revised 2020-07-01 by Faculty of Arts and Humanities.
The course syllabus is valid from spring semester 2021

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 means of collecting, analysing and moderating user-generated social-media material,
- describe, compare and evaluate different ethical principles 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.

Content
The aim of this course is to strengthen the students' understanding of collecting, analysing and moderating user-generated social-media material. The students develop knowledge and skills in examining, understanding and using material from social-media users in an ethical manner. The course discusses various research traditions focusing on user-generated social-media material from a journalistic perspective. This entails knowledge of methods and analysis as well as an understanding of different ethical perspectives.

Type of Instruction
Teaching is delivered on campus in the form of independent studies in accordance with instructions from the teacher, project work in cooperation with fellow students, group discussions and presentations, and an individual written report.

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) An 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
During or shortly after the course, a course evaluation is conducted. Results and analysis of the course evaluation are promptly 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

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

Franzke, a.s., Bechmann, A., Zimmer, M., Ess, C. and the Association of Internet Researchers (2020). *Internet Research: Ethical Guidelines 3.0.* http://aoir.org/reports/ethics3.pdf. 82 p.

Sloan, L. & Quan-Haase, A. (latest edition) *The SAGE Handbook of Social Media Research Methods.* London: Sage. 728 p.

Additional material:
http://digitalmethods.net
http://socialmediadata.org/social-media-research-toolkit
http://ethics.journalism.wisc.edu/resources/digital-media-ethics

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