



Course syllabus

Faculty Board of Science and Engineering
School of Computer Science, Physics and Mathematics

1ME111 Sociala medier, 7,5 högskolepoäng
Social media, 7.5 credits

Main field of study

Media Technology

Subject Group

Media Production

Level of classification

First Level

Progression

GIN

Date of Ratification

Approved by the Board of the School of Computer Science, Physics and Mathematics
2010-12-10

Revised 2012-06-08. Literature list and type of instructions are revised.

The course syllabus is valid from autumn semester 2012

Prerequisites

General entry requirements.

Objectives

Social media is a concept of social interaction, which also must be responsive and based on web-based communications where co-creation is an important part.

Upon completion of the course, the student should be able to:

- explain and use various social services
- submit their own user-generated content to various social services
- get the knowledge of youth and other groups using different social media
- get knowledge of the availability of social media
- gain insight and understanding of the complexity in terms of privacy and security
- get the insight and knowledge about different groups' media habits and their impact on other groups such as classmates, friends, colleagues, parents groups
- account for his/her private and professional role in social media.

Content

- provide an overview of Social Media
- try to use a variety of social services

- see how different groups' media habits are.
- talk about the concept of integrity and security
- understand the meaning of the mechanisms that govern E-commerce.

Type of Instruction

Most of the interaction is through learning platforms on the Internet. Laboratory work is carried out independently or in groups. Seminars and reports can be a part of the exam. Participation in certain web based seminars are mandatory. There will be a meeting in Växjö in the middle of the course.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

On request, students may have their credits translated to ECTS-marks. Such a request must be sent to the examiner before the grading process starts.

Course Evaluation

A course evaluation will be carried out at the end of the course in accordance with the guidelines of the University. The result of the course evaluation will be filed at the department.

Required Reading and Additional Study Material

Required Reading

AAKER, J. L., SMITH, A. & ADLER, C. 2010. *The dragonfly effect : quick, effective, and powerful ways to use social media to drive social change*, San Francisco, Jossey-Bass.

JARVIS, J. 2011. *Public parts : how sharing in the digital age improves the way we work and live*, New York, NY, Simon & Schuster.

MEDIERÅDET 2010. *Ungar & medier 2010 [Elektronisk resurs] : Medievanorna bland barn och unga förändras*, Stockholm, Medierådet.

STAKSTON, B. 2011. *Gilla! : dela engagemang, passion och idéer via sociala medier* Stockholm, Idealistas förlag.

STRÖM, P. 2008. *Integritetens lilla röda*, Stockholm: Den nya välfärden.

STRÖM, P. 2010. *Sociala medier : gratis marknadsföring och opinionsbildning*, Malmö, Liber.

WINTER, S., JOHANSSON, P., LAGHAMMAR, C. & STIFTELSEN FÖR INTERNETINFRASTRUKTUR 2009. *Digitalis filosofi : människor, modeller och maskiner*, Stockholm, .SE (Stiftelsen för internetinfrastruktur).

Other work material 150 pages.

Reference Literature

DUNKELS, E. 2009. *Vad gör unga på nätet?*, Malmö, Gleerup.

FUCHS, C. 2012. *Internet and surveillance : the challenges of Web 2.0 and social media*, New York, Routledge.

JOHANSSON, K., LINDBLOM, P., RASK, S. R. & KK- STIFTELSEN 2007. *Unga nätkulturer [Elektronisk resurs] : röster om nätet, framtiden, värderingar och lärande*, Stockholm, Stiftelsen för kunskaps- och kompetensutveckling.

LINDE, J. & QVARNSTRÖM, I. 2008. *Sociala relationer på nya digitala arenor - om mobbning, kunskapsdelning och en bygemenskap på nätet*, [Electronically].

Växjö: Växjö universitet. Available: urn.kb.se/resolve?urn=urn:nbn:se:lnu:diva-6081
urn:nbn:se:lnu:diva-6081

www.vxu.se/lub/pdf/rapport_linde_qvarnstrom.pdf.

WARLICK, D. 2006. *A Day in the Life of Web 2.0*, [electronically]. teachlearning.
Available: <http://www.techlearning.com/showArticle.php?articleID=193200296>