



## Course syllabus

Faculty of Technology  
Department of Media Technology

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 2010-12-10

Revised 2014-06-16 by Faculty of Technology. Objectives, examination and literature lists are revised.

The course syllabus is valid from autumn semester 2014

**Prerequisites**

General entry requirements.

### Objectives

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

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

- Be able to describe and use various social services
- Be able to contribute with their own user-generated content to various social services
- Explain how companies can work with their social presence
  
- Describe the complexity in terms of privacy, security and source criticism
- Describe the social media's impact on society
- Able to account for their own personal and professional role in social media.

### Content

The course contain the following elements

- 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 can be a mandatory meeting in Växjö.

## Examination

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

The course examination forms are assignments, seminars and exams over the Internet, project being done both individually and in groups

The rating scale is U-VG

Upon request, students may have their credits translated to ECTS scale. Such a request must be sent to the examiner before the grading.

## Course Evaluation

In conjunction with the end of the course a course evaluation. The results of the course evaluation will be filed at the institution.

## Required Reading and Additional Study Material

### Litterature

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.

Fuchs C. (2014) *Social media : a critical introduction*, London: SAGE Publications. ISBN 9781446257319

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.

Taprial V och Kanwar P. (2012) *Understanding social media*,. Ventus Publishing ApS, Bookboom.

Material 150 pages