



Course syllabus

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

4ME104 Ekosystem för sociala medier, 7,5 högskolepoäng
Social Media Ecosystems, 7.5 credits

Main field of study

Media Technology

Subject Group

Media Production

Level of classification

Second Level

Progression

A1N

Date of Ratification

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

The course syllabus is valid from autumn semester 2011

Prerequisites

22.5 credits at G2F-level in Media Technology, or the equivalent.

Expected learning outcomes

Upon completion of this course, students should be able to:

- understand, discuss and explain the complexity of social media ecosystems
- explore and use current tools and technologies for the creation of social media content and services
- discuss relevant conceptual frameworks for designing social media applications and services
- identify, discuss and formulate the social needs and technical requirements of online communities
- understand new emerging models of creation, distribution and consumption of social media content and services.

Content

Current advancements in social media applications and web technologies are changing the way people communicate, learn, share experiences and conduct business. As a result of these efforts, new platforms, technologies, services and business models have emerged. The aim of this course is to introduce and in depth discuss concepts and applications related to current developments and research efforts in the field of social media.

The course consists of:

- Presentation and discussion of scientific papers covering relevant concepts and applications in this field.
- Analysis of different social media applications and services.
- Exploration of different approaches for creating, distributing and consuming social media content.
- Practical activities and hands-on work with different tools and techniques for creation, integration and distribution of social media across platforms.
- Investigation of different design approaches, technologies and business models for creating social media applications and services.

Type of Instruction

Lectures, seminars and workshops.

Examination

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

Assessment in this course will be comprised of: written and/or oral examinations, assignments as well as mandatory seminar work. At the beginning of the course it will be decided on what types of assessment used.

Students who do not pass the regular examination are given the opportunity to do a reexamination shortly after the regular exam.

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.

Other

Upon request, a Swedish University course certificate will be awarded upon successful completion of the course.

Required Reading and Additional Study Material

Required Reading

Howard, T. (2010). *Design to Thrive: Creating Social Networks and Online Communities that Last*. Morgan Kaufman, Burlington, MA, USA, Latest Edition. 248 (248)pages.

Safko, L. (2010). *The Social Media Bible: Tactics, Tools, and Strategies for Business Success*. John Wiley & Sons, Inc., Hoboken, New Jersey, USA, Latest edition. 300 (711) pages.

DFM, *Distributed materials*, 300 pages

Additional reading

Hansen, D., Shneiderman, B., & Smith, M. (2010). *Analyzing Social Media Networks with NodeXL: Insights from a Connected World*. Morgan Kaufman, Burlington, MA, USA, Latest Edition. 304 (304) pages.