Course syllabus

Faculty of Technology

Department of Computer Science and Media Technology

4ME304 Ekosystem för sociala medier, 7.5 credits
Social Media Ecosystems

Main field of study
Media Technology

Subject Group
Media Production

Level of classification
Second Level

Progression
A1N

Date of Ratification
Approved by Faculty of Technology 2014-10-03
The course syllabus is valid from autumn semester 2015

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

Objectives
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 A, B, C, D, E, Fx or F.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student’s performance is assessed as fail (i.e. received the grade F).

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.

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.

Credit Overlap
The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course: 4ME104 Social Media Ecosystems, 7.5 credits

Other
Grade criteria for the A–F scale are communicated to the student through a special document. The student is to be informed about the grade criteria for the course by the start of the course at the latest.

Required Reading and Additional Study Material

Required Reading


DFM, Distributed materials, 300 pages

Additional reading