



## 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

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.