



Course syllabus

Faculty of Arts and Humanities

Department of Media and Journalism

4MK101 Digitala medier och insamlings- och analysmetoder, 7,5 högskolepoäng

4MK101 Digital media and methods for sampling and analysis, 7.5 credits

Main field of study

Media and Communication

Subject Group

Media and Communication Studies

Level of classification

Second Level

Progression

A1N

Date of Ratification

Approved 2017-03-22

Revised 2020-11-23 by Faculty of Arts and Humanities. Revised literature.

The course syllabus is valid from autumn semester 2021

Prerequisites

General entry requirements for studies at the second level, 1–90 credits in the humanities or social sciences or the equivalent, and English B/English 6.

Objectives

After completing the course, the student should be able to:

- describe and compare different theories and principles for sampling and analysis for digital media,
- evaluate ethical aspects in the study of digital media,
- apply various methods for sampling and analysis for digital media.

Content

This course considers how digital media have changed culture and social relations, which influences methods for sampling and analysis. The course also analyse discussions on ethical approaches to the retrieval of research material. Research data are analysed from various theoretical perspectives. Digital methods are used to analyse, present and visualise data.

Type of Instruction

Teaching is distance-based and delivered through an online learning platform in the form of lectures, seminars, individual studies and a group project. Students must have access to a computer with Internet connection. No compulsory physical meetings are included.

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. 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.

The course is examined through a project presentation and an individual written report.
Group Project Work, 2,5 credits.
Individual Written Assignment, 5 credits.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously.

Required Reading and Additional Study Material

Bolter, Jay. (Latest edition). Theory and Practice of New Media Studies. In G Liestøl, A Morrison & T Rasmussen (eds.) *Digital Media Revisited: Theoretical and Conceptual Innovations in Digital Domains*. Cambridge, MA: MIT Press, pp. 15–34. Available at https://mitpress.mit.edu/sites/default/files/titles/content/9780262621922_sch_0001.pdf.

Fielding, Nigel G. Lee, Raymond M. & Blank, Grant. (Latest edition). *The SAGE Handbook of Online Research Methods*. 2nd ed. Sage: London. Extracts 100 p.

Kubitschko, Sebastian. & Kaun, Anne. (Eds.) (Latest edition). *Innovative Methods in Media and Communication Research*. Palgrave Macmillan. 330 p.

Rogers, Richard (Latest edition). *Doing Digital Methods*. Sage. London. 328 p.

Schäfer, Tobias & van Ess, Karin (Latest edition). *The Datafied Society: Studying Culture through Data*. Amsterdam University Press. Extracts 100 p.

Online resources:

Online articles/resources available on the course learning platform.

Additional research articles chosen on the basis of the student's areas of interest, ca 100 p.