

# Understanding and designing for social media practices, 5 + 5 ECTS

*Ph. D. course*

*The course has one basic part (5 ECTS) and one extension part (5 ECTS).*

## 1. Confirmation

The syllabus was confirmed by the Faculty of Education at the University of Gothenburg 2014-01-XX to be valid from 2014-01-XX.

## 2. Field of education

Responsible department: Department of Education, Communication and Learning  
Position in the educational system: Postgraduate level

## 3. Entrance qualifications

All students who are registered as Ph. D. students in the educational sciences, applied information technology and neighboring fields are invited to participate. In some cases pre-doctoral students may be eligible provided that it is clear that they are about to be enrolled in a Ph. D. program. International students are welcome to participate, and it is the ambition of all courses to have students from other countries enrolled. The courses are inter- and multidisciplinary, and students enrolled in Ph. D. training outside education and educational research, for instance in fields such as media studies, psychology, applied informatics, communication sciences, youth studies etc. are encouraged to apply. If there are more applicants than the 20 admission places available for each course, a selection will be made based on an assessment of the relevance of the student's research plan and qualifications in relation to the objectives of the course. The selection process is carried out by the course-leaders in co-operation with the leadership of the research school.

## 4. Course content

The course addresses the need for researchers to understand and design for increasingly prevalent social media practices in all facets of life by developing a range of approaches. In particular, the course will explore ways of examining social media practices by zooming in and out from large-scale analysis of trends to the local situated activities of users. The course will offer opportunities for both examination of existing social media practices and for design-experiments that open up for new practices.

## 5. Learning outcomes

After completing the course the students will be able to:

- analyze, present and discuss current empirical studies of social media practices and current approaches to conducting studies of social media use in a variety of contexts
- demonstrate knowledge of empirical approaches to understanding social media practices through both analysis of online material and investigation of local situated activities
- relate their own research problems to the analytical traditions and approaches addressed in the course

## 6. Required reading

List of required reading is enclosed.

## **7. Assessment**

Active participation in all course activities is a requirement. This includes active participation in online activities and in physical meetings. During the first (basic) part of the course, students will be required to collect data during the first physical meeting and to present that data along with an analysis of it during the second physical meeting. The second (extended) part of the course consists of individual work during which students write a research essay based on the work conducted in the first part of the course. This essay will be examined in a seminar.

## **9. Grading scale**

The possible grades in the course are Pass or Fail.

## **10. Course evaluation**

A course evaluation will be conducted and the results will be communicated to students. It will function as a guide for further development of the course.

## **11. Additional information**

The course will have two parts. One basic part (5 ECTS) and one extension part (5 ECTS). The first part will be organized as a mix of on-line and face-to-face seminars/meetings and will involve two three-day meetings. The second part is an individual course in which the participant writes a research essay within the topic of the course. This essay will be supervised by one of the teachers of the course. This essay will then be presented and examined in the context of a research seminar with the relevant expertise. All teaching and examination will take place in English.