STUDENT AND ACADEMIC SERVICES

**MODULE SPECIFICATION**

| Part 1: Information | | | |
|---|---|---|---|
| Module Title | Social Media and Web Science | | |
| Module Code | UFCFJJ-15-M | Level | Level 7 |
| For implementation from | 2019-20 | | |
| UWE Credit Rating | 15 | ECTS Credit Rating | 7.5 |
| Faculty | Faculty of Environment & Technology | Field | Computer Science and Creative Technologies |
| Department | FET Dept of Computer Sci & Creative Tech | | |
| Module type: | Standard | | |
| Pre-requisites | None | | |
| Excluded Combinations | None | | |
| Co- requisites | None | | |
| Module Entry requirements | None | | |

| Part 2: Description |
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**Educational Aims:** See Learning Outcomes

**Outline Syllabus:** History, trends and global patterns in social media and the web.

The current range of social media tools and their relative strengths; social UI patterns and practice.

Best practice in social media usage; cultural and ethical dimensions of social media and social media research.

Theoretical models of engagement, persuasion and social behaviour online.

Social media metrics and impact; use of social media in the workplace; social media strategies and their evaluation; case studies.

Web science principles; relevant socio-technical, philosophical, psychological and sociological models/theory.

Social media, the web and society: politics, disaster management and governance; diversity, bias

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and the diffusion of information; privacy, security and trust.

Collective intelligence and online communities; crowd sourcing and social machines.

Tools and methods of social media and web-based research: archiving; data mining; algorithms and inference; social network analysis; visualisation.

**Teaching and Learning Methods:** Contact hours will be 24 over 12 weeks.

Teaching will focus on the assignment tasks and aim to equip students with the resources and tools needed to complete group and individual components. Along with practice of tools and techniques, in-class time will be allocated for idea generation, iteration and feedback on project work.

Scheduled learning will consist of combined sessions including: lectures, workshops, research and project work.

Independent learning includes hours engaged with essential reading, data gathering and analysis, assignment preparation and completion etc. These sessions constitute an average time per level. Scheduled sessions may vary slightly depending on the module choices you make.

| Part 3: Assessment |
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Assessment will consist of group work and an individual research mini-project.

Group social media analysis and strategy:
This will address a particular organisational or social strategy.
Aspects will include: an analysis of aims; a review of possible tools; a review of relevant case studies; a proposed strategy.
Within groups, each student will be responsible for a particular area of the work.
Prior to submission, students will present their ideas in class and be required to record and respond to peer and tutor feedback.
Submission of a combined report of 3000 words, linking to a curated online resource.

Submissions will be assessed on:
Use of theoretical and practical research.
Presentation of creative and workable solutions with built-in evaluation potential.
Quality of documentation, including online curation and presentation.
Adequate addressing of feedback received in class.

The group will receive a single mark, though in exceptional cases or poor or excellent individual contributions supported by adequate evidence, individual adjustments may be made.

Individual research mini-project including literature search, data mining and visualisation:
Students will select a theme, problem or social movement of interest.
Relevant literature on the topic will be reviewed and cited.
Students will extract and analyse relevant data through APIs, web scraping or content analysis.
Data will be visualised and presented in a structured format.
Presentation will be by poster with QA – this will take place in the exam period.

Mini-projects will be assessed on:
Knowledge of research and methodologies in the chosen area.
Technical ability and data quality.
Quality of poster presentation and accompanying visualisations.

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| First Sit  Components | Final Assessment | Element weighting | Description |
|---|---|---|---|
| Report - Component B | | 50 % | Group report and web resource (3000 words) |
| Presentation - Component A | ✓ | 50 % | Individual poster presentation (15 minutes) |
| Resit  Components | Final Assessment | Element weighting | Description |
| Report - Component B | | 50 % | Individual  report (2000 words) |
| Presentation - Component A | ✓ | 50 % | Individual poster presentation |

| Part 4:  Teaching and Learning Methods | |
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| Learning Outcomes | On successful completion of this module students will achieve the following learning outcomes: |

| Module Learning Outcomes | Reference |
|---|---|
| Compare and contrast the range of social media tools available and their relative strengths and weaknesses | MO1 |
| Identify socio-technical factors leading to successful communication, engagement and collaboration online, as well as those factors leading to misinformation, conflict, injustice or exclusion | MO2 |
| Design for and evaluate impact through the creative selection, deployment and scientific monitoring of social media systems | MO3 |
| Carry out research on social, business or societal phenomena by mining information on social media and the web and undertaking qualitative, quantitative and visual analysis | MO4 |

| Contact Hours | Independent Study Hours: | |
|---|---|---|
| | Independent study/self-guided study | 126 |
| | **Total Independent Study Hours:** | 126 |
| | **Scheduled Learning and Teaching Hours:** | |
| | Face-to-face learning | 24 |
| | **Total Scheduled Learning and Teaching Hours:** | 24 |
| | **Hours to be allocated** | 150 |
| | **Allocated Hours** | 150 |

| Reading List | *The reading list for this module can be accessed via the following link:*<br><br>https://uwe.rl.talis.com/modules/ufcfjj-15-m.html |
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## Part 5:  Contributes Towards

This module contributes towards the following programmes of study:

Information Management [Sep][FT][Frenchay][1yr] MSc 2019-20

Information Technology [Jan][FT][Villa][1yr] MSc 2019-20

Information Technology [May][FT][Villa][1yr] MSc 2019-20

Information Technology [Sep][FT][Frenchay][1yr] MSc 2019-20

Information Technology [Sep][FT][Villa][1yr] MSc 2019-20

Information Technology [Sep][PT][Frenchay][2yrs] MSc 2018-19

Information Management [Sep][PT][Frenchay][2yrs] MSc 2018-19