Module Specification

Social Media and Web Science

Version: 2023-24, v2.0, 07 Jun 2023

Contents

Part 1: Information

Module title: Social Media and Web Science

Module code: UFCFJJ-15-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Environment & Technology

Department: FET Dept of Computer Sci & Creative Tech

Partner institutions: None

Field: Computer Science and Creative Technologies

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

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.

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 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.

Part 3: Teaching and learning methods

Teaching and learning methods: Teaching will focus on the assignment tasks and aim to equip students with the resources and tools needed to complete the task. 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 engaging with essential reading, data gathering and analysis, assignment preparation and completion etc.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

   MO1 Analyse the range of social media tools available and their relative applicability and extensibility within a particular problem domain.

MO2 Identify socio-technical factors leading to successful communication as well as those factors leading to misinformation, conflict, injustice or exclusion.

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

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 126 hours

Face-to-face learning = 24 hours

Total = 150

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://uwe.rl.talis.com/modules/ufcfjj-15-m.html

Part 4: Assessment

Assessment strategy: At both first and resit assessment will consist of an individual primary research mini-project.

Individual primary 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.

For the resit assessment, based on the given feedback at the first sit, students will be able to rework on the same research mini-project or choose a new one.

Assessment tasks:

Poster (First Sit)

Description: Individual poster presentation.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Poster (Resit)

Description: Individual poster presentation.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Information Technology [Villa] MSc 2023-24

Information Technology [Frenchay] MSc 2023-24

Data Science [GCET] MSc 2023-24

Data Science [NepalBrit] MSc 2023-24

Data Science [Frenchay] MSc 2023-24

Data Science [Frenchay] MSc 2023-24

Information Management [Frenchay] MSc 2023-24

Artificial Intelligence [Frenchay] MSc 2023-24

Information Technology [Frenchay] MSc 2022-23

Information Management [Frenchay] MSc 2022-23