COURSE OUTLINE

(1) GENERAL

SCHOOL	SCHOOL OF SOCIAL SCIENCES
ACADEMIC UNIT	DEPARTMENT OF CULTURAL TECHNOLOGY AND COMMUNICATION
LEVEL OF STUDIES	UNDERGRADUATE
COURSE CODE	EPI 319 **SEMESTER** 5°
COURSE TITLE	SOCIAL MEDIA. IDENTITIES, COMMUNITIES AND APPLICATION ENVIRONMENTS

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
Lectures	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Compulsory Optional/ General Background
PREREQUISITE COURSES:	None
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes
COURSE WEBSITE (URL)	https://eclass.aegean.gr/courses/131209/

(2) LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A
- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

At the end of the course students will be able to:
- explain the basic principles of social networking
- describe social media typology
- explore and analyze the conditions within which social media emerged as well as the reasons for application environments and users' increase
- analyze the procedure of digital self-construction (individually and collectively), and the processes that take place between the members of digital social networks
- explore social media utilization in several environments (e.g. economy, culture, politics, education) and evaluate the output of the exploitation
- assess the needs of groups, organizations, institutions, etc. and propose social media applications to achieve anticipated objectives
- record and evaluate advantages of social media usage as well as potential risks for individuals and society

- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Adapting to new situations
- Working independently
- Team work
- Working in an interdisciplinary environment
- Production of new research ideas
- Criticism and self-criticism
- Production of free, creative and inductive thinking

(3) SYLLABUS

The course discusses the topic of online social networking, the construction of digital - individual and collective - identity and the use of social media in various public environments (e.g. education, culture, politics). Initially, a theoretical introduction to social networking is made, while the types and the development of social media are also presented along with a brief presentation of some well-known social networking applications (Twitter, Facebook, Google+, Linkedin, Youtube, Flickr, Instagram). Issues such as the way the digital self (persona or personae) presents itself through the choice of appearance or intentional concealment of information, issues related to privacy and its protection, the construction and management of social networks, the development of the sense of belonging to a group and the negotiation of identity through a repetitive process of interactive and symbolic exchange with others, digital reputation and recognition form the first part of course. The second part focuses to issues related to the emergence of new behaviors, such as cyber-bulling or cyber-sex, the integration and use of social media in education (e.g. communities of practice, e-learning), culture, employment, politics, the organization of fan based communities or movements (e.g. "Arab Spring") and issues related to social media impact on shaping public opinion.

Lectures

1: Introduction to Social Media

2: Social Networks, online social networking, types and uses of social media, brief historical background.

3: Virtual communities

4: Social networking sites, digital identity

5: Digital identity (continued), information disclosure and privacy

6: Privacy and social control, Legislation for users protection

7: Behaviors in cyberspace

8: The utilization of social media in the field of economy and labor market

9: Social media and educational environments, internet journalism and social media

1: The role of social media in political information, political participation and collective movements, e-governance

11: Social media and cultural organizations

12: Crowdsourcing and public opinion detection

13: Revision

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face lectures
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	ICT usage in teaching and in communication with students

TEACHING METHODS

The manner and methods of teaching are described in detail.
Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.

The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS

Activity	Semester workload
Lectures	13 *3 hours =39 hours
Lectures' study	13*3 hours = 39 hours
Research and Essay Writing	10 hours
Preparation-study for final evaluation (exams)	42 hours
Course total	130 hours

STUDENT PERFORMANCE EVALUATION

Description of the evaluation procedure

Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other

Specifically-defined evaluation criteria are given, and if and where they are accessible to students.

Language of evaluation: Greek
Evaluation Methods: mid-term evaluation with essay (30%) and final evaluation with multiple choice questionnaire and / or short-answer questions (70%).

Specifications on the course as well as the evaluation criteria are made known during the first lecture and are recorded in clarity in the material that is posted throughout the semester in the e-class of the course.

(5) ATTACHED BIBLIOGRAPHY

- Suggested bibliography:
  - Kadushin, Ch. (2019), *Social Networks*, Athens: Kritiki Publ. (in greek)
  - Castells, M. (2005), *The Internet galaxy*, Athens: Kastaniotis Publ (in greek)
  - Koskinas, K. & Arsenis, Sp. (ed) (2008), *Potential communities and Internet. Socio-psychological approaches and technical applications*, Athens: Kleidarithmos (in greek)
  - Christakis, N. & Fowler, J. (2010), *Connected. The Surprising Power of Our Social Networks and How They Shape Our Lives*, Athens : Katoptro Publ (in greek)
  - Tsene, L. (2012), *From Mass Media crisis to social media*, Athens : Aiora Publ (in greek)
  - Warburton, St. & Hatzipanagos, St. (2013), *Digital identity and Social Media*, USA :IGI Global
  - Papacharissi Z. (ed) (2011), *A networked self. Identity, community and culture on social network sites*, N.Y. : Routledge
  - Fuchs, Ch. (2014), Social *Media: A Critical Introduction*, London : SAGE Publications

- Related academic journals:
- Computers in Human Behavior, Elsevier
- Social Media and Society, Sage
- New Media and Society, Sage
- Social Networks, Elsevier
- Journal of Computer-Mediated Communication, Wiley-Blackwell /ICA

- Communication Quarterly, Taylor and Francis
- Communication Research, Sage
- Internet Research, Emerald
- Cyberpsychology, Behavior and Social Networking, Liebert Open Access