

COURSE OUTLINE

(1) GENERAL

SCHOOL	SOCIAL SCIENCES		
ACADEMIC UNIT	DEPARTMENT OF CULTURAL TECHNOLOGY AND COMMUNICATION		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	POL212	SEMESTER	5 th
COURSE TITLE	HISTORY AND PHILOSOPHY OF SOCIAL MEDIA		
INDEPENDENT TEACHING ACTIVITIES <i>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</i>		WEEKLY TEACHING HOURS	CREDITS
Lectures		3	5
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Core Course/Special Background/Skills Development		
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/131179/		

(2) LEARNING OUTCOMES

<p>Learning outcomes <i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> ● <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> ● <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> ● <i>Guidelines for writing Learning Outcomes</i>
<p>After the completion of the specific course students will be able to:</p> <ul style="list-style-type: none"> ● Identify the basic principles of design and use of social media platforms ● Identify the main categories of social media and their functions ● Be able to describe and assess the basic issues of the field of critical theory and social media philosophy. ● Be acquainted with basic theoretical concepts, tools and methods related to the foregoing field. ● Understand the essence of cultural information and the basic principles of its design and management. ● Be able to identify basic principles of cultural theory and communication and combine with the dissemination of cultural information. ● Discover and evaluate the potential in connecting new technologies and culture within the framework established by the scientific field of cultural informatics.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	Project planning and management
Adapting to new situations	Respect for difference and multiculturalism
Decision-making	Respect for the natural environment
Working independently	Showing social, professional and ethical responsibility and sensitivity to gender issues
Team work	Criticism and self-criticism
Working in an international environment	Production of free, creative and inductive thinking
Working in an interdisciplinary environment
Production of new research ideas	Others...

- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Production of new research ideas
- Working in an interdisciplinary environment
- Working in an international environment
- Production of free, creative and inductive thinking
- Criticism and self-criticism.

(3) SYLLABUS

In this course the following issues are presented: Introduction to the basic terms and concepts of social media, main categories, communication-digitality-hybridity, interaction-intersurveillance, orality-digital literacy, gamification, affective capitalism-neurocapitalism, new subjects-new socialities, social media and memory, economy of attention, digital labour. Lectures:

1.	Introduction - Presentation of course objectives - Description of lectures
2.	Defining Social media
3.	Social Media: Main categories
4.	Communication-digitality-hybridity
5.	Interaction-intersurveillance
6.	Orality-digital literacy
7.	Gamification
8.	Affective capitalism-Neurocapitalism
9.	New subjects, new socialities
10.	Social media and memory
11.	Economy of attention
12.	Digital labour
13.	Revision-Evaluation of essays

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Use of ICT in teaching and communication with students.
TEACHING METHODS	

<p>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.</p> <p>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</p>	Activity	Semester workload
	Lectures	13 *3hours =39hours
	Lectures' study	13*3hours = 39hours
	Preparation of Semester Project	13*1 hours= 13hours
	Semester Project	13*3 hours= 39 hours
	Coursetotal	130 hours
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i>	<p>The final evaluation is accomplished with a written exam at the end of the semester and with the implementation of a semester project. Students are examined with open notes.</p> <p>Students learn about the evaluation criteria during the initial course lecture at the beginning of the semester. The evaluation criteria can be found throughout the semester in the course's link in eclass (eclass.aegean.gr). The evaluation of students is based on the grade of the final written examination in all the taught material at a rate of 60% while the project exercise receives 40% of the final grade.</p>	
<p>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</p> <p>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</p>		

(5) ATTACHED BIBLIOGRAPHY

- Suggested bibliography:

- Ong, W. (2005) Προφορικότητα και εγγραμματοσύνη. Πανεπιστημιακές Εκδόσεις Κρήτης.
- Bolder, J. D. (2006) Οι μεταμορφώσεις της γραφής. Εκδόσεις Μεταίχμιο.
- Μπούνια, Α. & Δ. Καταπότη (επιμ.) (2021), Αναδυόμενες Τεχνολογίες και Πολιτισμική Κληρονομιά, εκδόσεις Αλεξάνδρεια, Αθήνα.
- Levy, P. (2001) Η Δυνητική Πραγματικότητα: Η Φιλοσοφία του Πολιτισμού και του Κυβερνοχώρου. Εκδόσεις Κριτική.
- Παπαηλία, Π. & Π. Πετρίδης (2015) Ψηφιακή Εθνογραφία, Εκδόσεις Κάλλιπος.
- Μπιλάλης, Μ. (2015) Το παρελθόν στο Διαδίκτυο: Εικόνα, Τεχνολογία και Ιστορική Κουλτούρα στη σύγχρονη Ελλάδα (1994-2005). Εκδόσεις ΕΜΙΘΙ (Εταιρεία Μελέτης της Ιστοριογραφίας και της Θεωρίας της Ιστορίας).

- Relevant scientific journals:

- The Journal of Social Media in Society, PKP Publishing Services
- Social Media and Society, SAGE Journals
- International Journal of Social Media and Online Communities,