COURSE OUTLINE

(1) GENERAL

SCHOOL	SCHOOL OF SOCIAL SCIENCES
ACADEMIC UNIT	DEPT OF CULTURAL TECHNOLOGY AND COMMUNICATION
LEVEL OF STUDIES	UNDERGRADUATE
COURSE CODE	**POL 229** SEMESTER (E') FALL
COURSE TITLE	Digital Research Methods

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	6
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*	Elective, general background
PREREQUISITE COURSES:	None
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes
COURSE WEBSITE (URL)	

(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*
• Understand the principles and practices of digital research methods.   • Collect, analyze, and interpret various types of digital data.   • Utilize digital tools and platforms for research purposes.   • Address ethical considerations in digital research.   • Present and communicate digital research findings effectively.
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*
Team work	*sensitivity to gender issues*
	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, analyze and synthesize data and information, using the necessary technologies
- problem solving
- Production of new research ideas
- Promoting free, creative and inductive thinking
- respect for difference and multiculturalism
- Working independently
- Team work
- Decision making
- Project planning and management
- showing social, professional and ethical responsibility

(3) SYLLABUS

This course provides a comprehensive overview of digital research methods, ensuring students gain both theoretical knowledge and practical skills.

Week 1: Introduction to Digital Research Methods
- Course overview and objectives
- Definition and importance of digital research methods

Week 2: Fundamentals of Digital Data Collection
- Types of digital data (text, audio, video, social media, etc.)
- Ethical considerations in digital data collection

Week 3: Tools and techniques for collecting digital data
- Designing effective digital surveys and questionnaires
- Online survey platforms and tools
- Analyzing survey data

Week 4: Social Media Analytics
- Collecting and analyzing social media data
- Tools for social media analytics
- Case studies on social media research

Week 5: Text Analysis
- Introduction to text analysis
- Tools and techniques for text analysis

Week 6: Analyzing Multimedia Data
- Techniques for analyzing audio and video data
- Tools for multimedia data analysis
- Case studies on multimedia data research

Week 7: Big Data in Digital Research
- Introduction to big data and its applications
- Tools and platforms for big data analysis
- Ethical considerations in big data research

Week 8: Digital Ethnography
- Principles and practices of digital ethnography
- Conducting virtual fieldwork
- Case studies on digital ethnographic research

Week 9: Data Visualization
- Principles of effective data visualization
- Tools for creating visualizations
- Best practices and case studies

Week 10: Presenting Digital Research Findings
- Writing and presenting digital research reports

- Tools for creating digital presentations
- Effective communication of digital research findings

Week 11: Ethical Issues in the Digital Research Methods
- Ethical use of digital content

Week 12: Future Trends and Developments
- Emerging technologies and their impact on digital research
- Future trends and directions in digital research methods

Week 13: Final presentation of students' project

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	• Software for concept maps • Diagrams, tables, pictures, photos, videos, digital material, viewing & presentation software • Utilization of social media to support the learning process, as well as the research, the preparation, and presentation of team work for the semester project.

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	26 hours
research training	26 hours
Team project	38 hours
Personal Study/ /Preparation	52 hours
Evaluation	14 hours
Total	156 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.

Students are expected to attend and actively participate in all lectures, complete and implement a final project. The most important criteria for grading are timeliness, completeness, and quality. It's important to complete all parts of the assignment, and to make every effort to present the thinking clearly at each stage.
Summative Assessment methods:
1. Public Presentation (20%)
2. Final project report (40%)
3. Exams (40%)

(5) ATTACHED BIBLIOGRAPHY

- Suggested bibliography:
- Rogers, R. (2024). *Doing digital methods*. SAGE Publications

- Pearce, W., Özkula, S. M., Greene, A. K., Teeling, L., Bansard, J. S., Omena, J. J., & Rabello, E. T. (2020). Visual cross-platform analysis: Digital methods to research social media images. *Information, Communication & Society*, *23*(2), 161-180.

- Ritter, C. S. (2022). Rethinking digital ethnography: A qualitative approach to understanding interfaces. *Qualitative Research*, *22*(6), 916-932.

- Benbya, H., Nan, N., Tanriverdi, H., & Yoo, Y. (2020). Complexity and information systems research in the emerging digital world. *Mis Quarterly*, *44*(1), 1-17.

- Purnomo, A., Septianto, A., Rosyidah, E., Ramadhani, M., & Perdana, M. D. (2021, August). Mapping of Digital Innovation Research Themes: A 36-Year Review. In *2021 International Conference on Information Management and Technology (ICIMTech)* (Vol. 1, pp. 398-403). IEEE.