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** 8º
COURSE TITLE	SOCIAL MEDIA

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	No
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:

- explore and analyze the conditions within which social media emerged as well as the reasons for the growth of the applications and the users' increase
- analyze the process of constructing the virtual/digital self, at the individual and collective level, and the processes that take place between members of digital social networks
- explore social media utilization in several environments (e.g. economy, culture, politics, education) and evaluate the output of this usage
- analyze phenomena related to the use of social media such as fake news and cyberbullying
- evaluate the possibilities provided by social media and recognize potential risks

- 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 penetration and utilization of social media in several environments (e.g. in education, culture, politics). Initially, an introduction to social networking, the types and evolution of social media is attempted, as well as a brief presentation of well-known social media. Issues such as the construction of the digital self and digital identity through the choice of disclosure or the intentional concealment of information, issues regarding privacy and its protection, social control, reputation, recognition, social capital benefits are included, among others, in the first part of the course. The second part attempts an approach to issues related to the emergence of new behaviors, such as cyber-bullying or cyber-sex, while also examining the use of social media in education, politics, social movements and the impact of social media in 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 analysis

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 short-answer questions and / or multiple-choice questionnaire (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:*
  - Fuchs, Ch. (2023), *Social Media. A critical introduction*. Thessaloniki: Ropi Publ. (in greek)
  - Kallas, J. (2019), *Analyzing Information Societies*. Athens: Propompos Publ. (in greek)
  - Kadushin, Ch. (2019), *Social Networks*, Athens: Kritiki Publ. (in greek)
  - Castells, M. (2005), *The Internet galaxy*, Athens: Kastaniotis Publ (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, Behaviour and Social Networking, Liebert Open Access