



## COURSE UNIT DESCRIPTION

Course unit title	Code
Communication in social media	20582

Annotation
Social media has challenged ways in how we receive information, communicate, participate, engage, and represent our virtual selves. The course on Communication in social media is designed to provide students with an understanding of contemporary digital communication and its impact on culture and society. It delves into the digital communication on social media, focusing on the multifaceted aspects of its content and influence on virtual identity, cases of political activism, as well as social interactions and user behaviour patterns.

Lecturer(s)	Department, Faculty
Dr Ingrida Kelpšienė	Faculty of Communication

Study cycle	Type of the course unit
Erasmus+	Optional

Mode of delivery	Semester or period when it is delivered	Language of instruction
Lectures, seminars and individual work	Spring	English

Requisites	
Prerequisites: -	Co-requisites (if relevant): -

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	34	96

Purpose of the course unit: programme competences to be developed
The course aims to equip students with the knowledge and skills needed to navigate the complex and rapidly evolving world of social media, and to provide learners' with a comprehensive understanding of the various aspects of social media, including its content, interactions and affects. Through a series of lectures and hands-on activities, students will gain the essential knowledge needed to better understand communication on social media, as well as develop analytical skills allowing to investigate social media practices and its content.

Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
Understanding the importance of user-generated content in shaping online interactions.	Combination of lectures, seminars and individual work. During lectures students will become familiar with main theories, concepts and research work done in social media communication. During seminars and individual work students will critically engage with key	Participation in seminars and assessment of individual assignments.
Developing the ability to contextualize content within the social media landscape.		
Gaining knowledge about virtual identities, impression management, the dynamics of online communities and their role in shaping social identity.		
Developing skills on how to form social identity and manage impressions within virtual spaces.		

Acquire competence in understanding and utilizing social media for civic engagement and social activism.	ideas of social media activity, and will participate in creative and reflective practice using social media tools and platforms.	
Developing the ability to analyse and interpret political and social discourses that emerge in social media.		
Understanding of the dynamics of engagement and participation within the realm of social media and their contribution to users' perceptions, views, and stereotypes.		
Learning how to identify and analyse user behaviour on social media.		

Course content: breakdown of the topics	Contact hours						Individual work: time and assignments		
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship / work placement	Contact hours, total	Individual work	Assignments
<b>1. Social media content and digital creativity</b> <ul style="list-style-type: none"> <li>The role of content on social media platforms and its significance in digital communication: discusses how content forms the backbone of digital communication, shaping the way we share information and connect online.</li> <li>Content creation, contextualization and the role of users: focuses on the concept of digital creativity, aspects of content creation and the importance of user generated content.</li> <li>What makes content go viral? Explains factors of content popularity and the most popular techniques for helping digital information spread.</li> <li>Visual social media and affectivity: explores the realm of visual content on social media and its profound impact on shaping the way we connect and engage in the digital landscape.</li> </ul>	4		4				8	24	Creativity assignment focused on content creation and digital storytelling
<b>2. Virtual identity, impression management and social interactions online</b> <ul style="list-style-type: none"> <li>The concept of virtual identity: delves into aspects of online self-representations and implications to real-life personas.</li> <li>Shaping perceptions in the digital realm: explores strategies people employ to create impressions.</li> <li>Online communities and social identity: investigates how individuals form social identity and shape their presence within online communities.</li> </ul>	4		4				8	24	Profile evaluation assignment focused on evaluating social media profile and established online presence

<ul style="list-style-type: none"> <li>Social interactions in the digital age: discusses how social technologies shape virtual identity and social interactions, as well as challenges they present.</li> </ul>									
<b>3. Political and social activism on social media</b> <ul style="list-style-type: none"> <li>The digital activism landscape: discusses the ways in which social media platforms facilitate civic engagement and social activism.</li> <li>Discourses and narratives in social media: explores the role of social media in disseminating information and shaping users' perceptions.</li> <li>Selfies and political activism: investigates the relationship between selfies, politics and contemporary commemoration.</li> </ul>	4		4				8	24	Analytical assignment focused on social media posts and conversations analysis
<b>4. Social media impact on user behaviour</b> <ul style="list-style-type: none"> <li>The transformative influence of social media on user behaviour: delves on the profound ways social media platforms shape our actions, attitudes, and interactions.</li> <li>Main behaviour patterns: analyses social practices exhibited by users on social media and discusses the motivations and triggers behind them.</li> <li>Formation of perceptions, attitudes, and stereotypes: explore the engagement and participation dynamics in the realm of social media and how they contribute to changing societal perceptions, views and fostering stereotypes.</li> </ul>	4		4				8	24	User case assignment focused on investigating user's behaviour and perceptions related to social media use
<b>Total</b>	<b>16</b>	<b>2</b>	<b>16</b>				<b>34</b>	<b>96</b>	

Assessment strategy	Weight %	Deadline	Assessment criteria
The assessment is based on an accumulated evaluation score combining completion of four individual assignments over the course of semester.	100 %	During the semester	<p>The assessment is based on student's work during seminars and the completion of four individual tasks each evaluated in the ten-point system. The final grade is the average score of all four evaluations.</p> <p>Main criteria for individual assignments' evaluation:</p> <ul style="list-style-type: none"> <li>- Ability to work with social media content and use platform's tools and techniques</li> <li>- Ability to analyse and interpret social media information</li> <li>- Ability to organize individual work and adhere to assignment's guidelines</li> <li>- Student's performance in the seminars</li> </ul>

Author	Publishing year	Title	Issue of a periodical or volume of a publication; pages	Publishing house or internet site
<b>Required reading</b>				
Arif, Stewart, Leo Graidon and Starbird, Kate	2018	Acting the Part: Examining Information Operations Within #BlackLivesMatter Discourse	Proceedings of the ACM on Human-Computer Interaction	<a href="https://doi.org/10.1145/3274289">https://doi.org/10.1145/3274289</a>
Aziz, Fatima	2017	Performing citizenship: Freedom march selfies by Pakistani instagrammers	Selfie Citizenship	Springer International Publishing <a href="https://www.academia.edu/download/52223584/Selfie_Citizenship.pdf#page=27">https://www.academia.edu/download/52223584/Selfie_Citizenship.pdf#page=27</a>
Berger, Jonah; and Katherine L., Milkman	2012	What Makes Online Content Viral?	Journal of Marketing Research 49, 2: 192–205	<a href="https://doi.org/10.1509/jmr.10.0353">https://doi.org/10.1509/jmr.10.0353</a>
Cheng J., Danescu-Niculescu-Mizil C., and Leskovec J.	2014	How Community Feedback Shapes User Behavior	Proceedings of the International AAAI Conference on Web and Social Media, 8, 1: 41-50	<a href="https://doi.org/10.1609/icwsm.v8i1.14518">https://doi.org/10.1609/icwsm.v8i1.14518</a>
Nørgaard Kristensen, Nete and Mortensen, Mette	2021	Don't Panic People! Trump Will Tweet the Virus Away': Memes Contesting and Confirming Populist Political Leaders during the COVID-19 Crisis	Information, Communication & Society	<a href="https://doi.org/10.1080/1369118X.2021.1972127">https://doi.org/10.1080/1369118X.2021.1972127</a>
Propescu, Maria Magdalena	2019	Personal Online Identity-Branding or Impression Management	Scientific Bulletin, 24, 1: 67-75	<a href="https://doi.org/10.2478/bsaft-2019-0008">https://doi.org/10.2478/bsaft-2019-0008</a>
Ryzova, Lucie	2015	Unstable Icons, Contested Histories: Vintage Photographs and Neoliberal Memory in Contemporary Egypt	Middle East Journal of Culture and Communication 8, 1: 37–68	<a href="https://doi.org/10.1163/18739865-00801004">https://doi.org/10.1163/18739865-00801004</a>
Wei X. and Stillwell D.	2017	How Smart Does Your Profile Image Look? Estimating Intelligence from Social Network Profile Images	Proceedings of the Tenth ACM International Conference on Web Search and Data Mining, WSDM '17: 33-40	<a href="https://doi.org/10.1145/3018661.3018663">https://doi.org/10.1145/3018661.3018663</a>
<b>Recommended reading</b>				
Hameleers, Michael, Desirée Schmuck, Lieke Bos, and Sarah Ecklebe	2021	acting with the Ordinary People: How Populist Messages and Styles Communicated by Politicians Trigger Users' Behaviour on Social Media in a Comparative Context	European Journal of Communication 36, no. 3: 238–53.	<a href="https://doi.org/10.1177/0267323120978723">https://doi.org/10.1177/0267323120978723</a>
Hogan, Bernie	2010	The Presentation of Self in the Age of Social Media: Distinguishing Performances and Exhibitions Online	Bulletin of Science, Technology & Society 30, no. 6: 377–86	<a href="https://doi.org/10.1177/0270467610385893">https://doi.org/10.1177/0270467610385893</a>
Morelock, Jeremiah and Felipe, Narita	2021	The Society of the Selfie: Social Media and the Crisis of Liberal Democracy	University of Westminster Press	<a href="https://doi.org/10.16997/book59">https://doi.org/10.16997/book59</a>
Pütten, Astrid M. von der, Krämer, Nicole C., Gratch,	2010	'It Doesn't Matter What You Are!' Explaining Social Effects of Agents and Avatars	Computers in Human Behavior 26: 1641–50.	<a href="https://doi.org/10.1016/j.chb.2010.06.012">https://doi.org/10.1016/j.chb.2010.06.012</a>

Jonathan and Kang, Sin-Hwa				
Sutkutė, Rūta	2019	Shaping of the public discourse on refugees in social media: "Refugees welcome Lithuania"	EUREKA: Social and Humanities, Nr. 1	<a href="https://doi.org/10.21303/2504-5571.2019.00824">https://doi.org/10.21303/2504-5571.2019.00824</a>
Thomas, Paul A.	2016	Wikipedia and Participatory Culture: Why Fans Edit	Transformative Works and Cultures, 22	<a href="https://doi.org/10.3983/twc.2016.0902">https://doi.org/10.3983/twc.2016.0902</a>
Valenzuela, Sebastián, Halpern, Daniel, Katz, James E. and Miranda, Juan Pablo	2019	The Paradox of Participation Versus Misinformation: Social Media, Political Engagement, and the Spread of Misinformation	Digital Journalism 7, no. 6: 802–23	<a href="https://doi.org/10.1080/21670811.2019.1623701">https://doi.org/10.1080/21670811.2019.1623701</a>