Digital & Platform Media

Prof. Simone Tosoni; Prof. Herdis Agovi

***MOD. 1 – Strategies (Prof. Simone Tosoni)***

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to introduce students to the digital media ecosystem and to social media platforms, enabling them to understand their relationship with contemporary culture and society. In order to achieve these objectives, students will be introduced to the main methodological approaches to understand the drivers that have shaped and are shaping the current media ecosystems, to analyze the present forms of transmedia communication, and to address the opportunities, risks and challenges they represent for contemporary society. By the end of the course, students will be able to demonstrate knowledge of the main features of the present media landscape, and to critically assess their implications for culture and society.

***COURSE CONTENT***

The course is divided into two modules. The first is based on frontal lectures, and will address three themes. The phenomenon of social media platforms will be interrogated firstly from a historical perspective, starting from the early process of digitalization up to the present phase of radicalized convergence. Secondly, the course will address the role of social media platforms within the wider contemporary mediascape, with a particular focus on the phenomenon of transmediality and of outdoor communication. Finally, it will explore the relationship between social media platforms, society and contemporary culture. The second module is more practical and implies the acquisition of basic skills in the analysis and design of social media communication projects and will be completed by an optional group assignment.

***READING LIST***

For students who obtained a pass mark in the group assignment:

Course notes.

# J. Van Dijck-T. Poell-M. De Waal, Platform Society. Public Values in a Connective World Oxford University Press, 2018

For students who did not participate to the group assignment

Course notes.

J. Van Dijck-T. Poell-M. De Waal, Platform Society. Public Values in a Connective World Oxford University Press, 2018

A. Delfanti and A. Arvidsson, Introduction to Digital Media, Wiley 2019

Students who where unable to participate with regularity to lessons are invited to integrate the course notes with

M. Ciancia, *Transmedia Design Framework,* Franco Angeli, 2018 (ebook- Part I)

***TEACHING METHOD***

Lectures (75%) and group work (25%).

***ASSESSMENT METHOD AND CRITERIA***

The exam will be divided into two modules: students participating to the optional group assignment must first design a transmedia communication project including one or more social media platforms. Students will also be assessed on the group presentation of the project itself. Assessment criteria will include clarity of presentation as well as the demonstration of having acquired the practical skills they were introduced to during the course. This part is worth 50% of the overall mark. Students who will not participate to the optional group assignment will integrate their reading list for the oral examination (see Reading List section).

The second part of the exam consist in an oral discussion based on the course notes and on the reading list. The aim of the exam is to ascertain the quality of students’ preparation and the depth of their understanding of the topics addressed by the lectures. Assessment will take into account relevance of students’ answers, as well as their accuracy and completeness.

***NOTES AND PREREQUISITES***

Prof. Simone Tosoni is available for student reception at the Department of Communication Sciences (S. Agnese building) by email appointment.

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching and assessment will be carried out following procedures that will be promptly notified to students.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG, or on the Faculty notice board

***MOD. 2 Tools and Analytics***

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to introduce students to the tools of analysis on social media platforms reality.

To achieve these goals, students will be introduced to the main methodological approaches to understand how data analysis can be applied on the drivers of current media ecosystems.

They will be introduced to a more practical course aimed at acquiring the necessary tools through the most widely used platforms to familiarize themselves with quantitative research methods. Upon completion of the course, students will be able to demonstrate knowledge of the main features of statistical approaches to digital media and platforms.

***COURSE CONTENT***

The course will alternate, in parallel, theoretical lectures and practical applications with group activities. In particular, the topics of the course will be:

* Introduction to the quantitative research
* Research phases: how to collect data
* Introduction to statistical data analysis: univariate analysis
* Data visualization
* Bivariate analysis
* Linear Regression

Between each module, exercise will be done with statistical tools (e.g., Excel, or other software available).

***READING LIST***

Slides and supporting materials by lecturers.

***TEACHING METHOD***

Lectures (60%) and group work (40%).

Attendance at the course, as it is very practical, is highly recommended.

***ASSESSMENT METHOD AND CRITERIA***

The course makes a distinction between attending and non-attending students for the examination tests.

For the students attending class, the exam will be divided into two modules: two partial written tests, the sum of which will count the grade of the final exam.

For non-attending students, a final written exam is scheduled at the end of lectures.

The purpose of the exam is to ascertain the quality of the students' preparation and the depth of their understanding of the topics covered in the lectures. The assessment will take into account the relevance of students' answers as well as their accuracy and completeness.

***NOTES AND PREREQUISITES***

Prof. Herdis Agovi is available for student reception by email appointment.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG, or on the Faculty notice board