EPFL

EE-593   **Social media**

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Cursus	Sem.	Type
Computer science	MA2	Opt.
Electrical and Electronical Engineering	MA2, MA4	Opt.
Mineur STAS Chine	E	Opt.
SC master EPFL	MA2, MA4	Opt.
UNIL - HEC	E	Obl.

Language of teaching	English
Credits	2
Session	Summer
Semester	Spring
Exam	During the semester
Workload	60h
Weeks	14
Hours	**2 weekly**
Courses	1 weekly
Project	1 weekly
Number of positions	**84**

Summary

The objective is to enable students to critically apprehend the Human Computer Interaction (HCI) challenges associated with the design and the exploitation of social media platforms.

Content

- Social media platforms and the long tail (definition and typology)
- Usability and adoption of social media platforms
- Web 2.0 features and adoption factors
- Privacy, trust and reputation models
- Identities, traces, and Web analytics
- Interplay, between platforms and communities (interdisciplinary perspective)
- Opportunities, requirements and constraints for organization and enterprises
- Participatory design methodologies
- Future ad hoc social applications

Learning Outcomes

By the end of the course, the student must be able to:
- Choose
- Design
- Critique
- Defend

Transversal skills

- Set objectives and design an action plan to reach those objectives.
- Plan and carry out activities in a way which makes optimal use of available time and other resources.
- Use a work methodology appropriate to the task.
- Communicate effectively, being understood, including across different languages and cultures.
- Communicate effectively with professionals from other disciplines.

• Evaluate one's own performance in the team, receive and respond appropriately to feedback.
• Negotiate effectively within the group.
• Assess one's own level of skill acquisition, and plan their on-going learning goals.

Teaching methods

Lectures, invited speakers, individual work and teamwork

Assessment methods

One individual project and one teamwork with combined peer and expert assesment (reports and presentations)

Supervision

Office hours   No
Assistants   Yes
Forum   No

Resources

Bibliography

• Chris Anderson (2006) - The Long Tail: Why the Future of Business is Selling Less of More. New York, NY: Hyperion. ISBN 1-4013-0237-8.
• Joshua Porter - Designing for the Social Web
• Matthew A. Russel - Mining the Social Web: Analyzing Data from Facebook, Twitter, LinkedIn, and Other Social Media Sites. O¿Reilly 2011

Ressources en bibliothèque

• Designing for the Social Web / Porter
• Mining the Social Web / Russel
• The Long Tail / Anderson