

EE-593

**Social media**

Gillet Denis

Cursus	Sem.	Type
Computer science	MA2	Opt.
Cybersecurity	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
Withdrawal Session	Unauthorized Summer
Semester Exam	Spring During the semester
Workload Weeks	60h 14
<b>Hours</b>	<b>2 weekly</b>
Courses	1 weekly
Project	1 weekly
<b>Number of positions</b>	<b>45</b>

**It is not allowed to withdraw from this subject after the registration deadline.**

**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](#)
- [The Long Tail / Anderson](#)
- [Mining the Social Web / Russel](#)