

EE-593

Social media

| Cursus | Sem. | Type |
|---|----------|------|
| Computer science | MA2, MA4 | Opt. |
| Cybersecurity | MA2, MA4 | Opt. |
| Electrical and Electronical Engineering | MA2, MA4 | Opt. |
| Learning Sciences | | Opt. |
| SC master EPFL | MA2, MA4 | Opt. |

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|----------------------------|---------------------|
| Language of teaching | English |
| Credits | 2 |
| Withdrawal Session | Unauthorized Summer |
| Semester Exam | Spring |
| | During the semester |
| Workload | 60h |
| Weeks | 14 |
| Hours | 2 weekly |
| Lecture | 1 weekly |
| Project | 1 weekly |
| Number of positions | 60 |

Remark

Pas donné en 2023-24

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

- Definition and typology of social media platforms
- Value proposition and usability
- Social features and adoption factors
- Privacy, trust, and artificial agents (chatbots)
- Evaluation and impact analytics
- Participatory design and design thinking
- Social media solutions for impact (SDGs) and transparency (XAI)
- Sustainability of social media solutions (Green IS)

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](#)

Moodle Link

- <https://go.epfl.ch/EE-593>