

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.

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

Il n'est pas autorisé de se retirer de cette matière après le délai d'inscription.

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>