

Module code	SEL520	Level	5
Module title	Why we Post: Social Media and Us	Credit value	10
Common/Core/ Elective	Special Elective	ECTS Credits	5
		Notional learning hours	100
Courses on which the module is taught	All	Teaching Period	Autumn/ Spring

1. Module description

This module brings your experiences of social media, voices and personal stories into the classroom. You will gain critical exposure to interactive and interdisciplinary thinking and practices surrounding social media. Learning social media will improve your cooperative learning skills, and will help you to communicate effectively and meaningfully. As this is a practical module, you will gain strategies and tools to critically understand social media and how it connects to industry – ultimately creating your own social and digital media content.

2. Learning outcomes

Upon successful completion of this module you will be able to:

Collaboration (MLO1)

collaborate with others and use appropriate networks to solve social media challenges.

Communication (MLO5)

communicate effectively within social media and digital media in various formats and across multicultural contexts and audiences.

Digital Data and Tools (MLO6)

analyse and use digital and social media tools, data, applications, and platforms responsibly in unfamiliar, well-defined contexts

3. Learning and teaching methods

In this exciting and creative module you will take part in practical workshop sessions where you will be engaging with the analysis of social media content that will get you to explore and present your own social media. Each week, you will develop skills on media narrative, multimedia, creating media for different platforms, digital story-telling and you will collaborate with your peers in creating media content and reflecting on its social, political and personal impact. You will develop knowledge on examining different cultural approaches to the reasons why 'we post' as humans and build critical responses to social media audiences. You will gain new approaches to how to apply theories of social media and spectacle how social media is consumed through a variety of arts and media movements across different cultures and histories. These activities, along with formative assessment will enable you to present and analyse, confidently, your social media storytelling skills as you meet the learning outcomes of the module.

Learning hours

Directed learning	36 hours
Workshops/classes	36
Guided/Self-guided learning	64 hours
Total	100

4. Assessment, formative feedback and relative weightings

Assessment 1: Media type

Weight (%): 100

Word Count or Equivalent: 1,500 words [7 minutes talk + 3 minutes equivalent media]

You need to tell an immersive visual and digital story about how and why a chosen group/audience uses social media, from their point of view, and generate new content for them. The chosen group/audience needs to be different from your own background or culture. You can use any formats (wikis, microblogging, Instagram, twitter, film, soundcast, metaverse, tiktok, blogs or any other visual or social media) that reflect this group or audience uses of media.

Each summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback

Mapping of assessment tasks for the module

Assessment tasks	LO1	LO5	LO6							
Presentation	x	x	x							

5. Indicative resources

Hodkinson, P., 2016. *Media, Culture and Society: An Introduction*. Sage Publications.

Miller, D., 2021. *Why We Post: The Comparative Anthropology of Social Media*. UCL Press <https://www.ucl.ac.uk/why-we-post> (last accessed 3 Sept 2022)

Miller, D., et Al., 2016. *How the World Changed Social Media*. UCL Press. Open Access <https://discovery.ucl.ac.uk/id/eprint/1474805/1/How-the-World-Changed-Social-Media.pdf> (last accessed 3 Sept 2022)

SoundCloud: Social Media Stories <https://soundcloud.com/smstories> (last accessed 3 Sept 2022)

Ted Talks on Social Media: The Power of Social Media https://www.ted.com/playlists/397/the_power_of_social_media (last accessed 3 Sept 2022)

Villaespeza, E., and Wowkowych, S., 2020. Ephemeral Storytelling With Social Media: Snapchat and Instagram Stories at the Brooklyn Museum. In *Social Media + Society*. Volume 6, Issue1. Sage Publications. <http://doi.org/10.1177/2056305119898776>