

## **Social Media & Culture**

This specialisation provides fundamental insight into social media as they develop in modern society. Leaning on research traditions from both social science and the humanities, the focus of the specialisation is on communication and interaction, which will contribute to an understanding of the relations between media technology, developments in society and digital culture. The overall term for both technological linkage and social cohesion is networks, and the emphasis is on both the historical basis as well as future strategies for handling social media. The purpose of the specialisation is to support theoretical and practical analytical perspectives of social media and their use.

### **COURSES**

#### **Part I: Social media: Cultures and networks (7.5 ECTS)**

This course introduces basic principles and perspectives and lays the foundation for a common understanding of social and digital networks. The history of the last 20-25 years' online communities provides the perspective for current social network platforms, and the specific technological framework is put in relation to the development of the users' digital practice. As social media are increasingly integrated into everyday life, their application is similarly expanded, and the course thus includes a strategic sender perspective.

#### **Part II: Social media: Users and strategies (12.5 ECTS)**

The second course takes the specialisation further and goes deeper into both theoretical perspectives and specific methods of social media management. You will work with user analyses and typologies, and with examples of both constructive and destructive social activity. The course looks at the strategic use of social media, at specific analytical tools and at communication planning. Relevant guests from the business community will also participate in lectures and exercises.

Read the course descriptions in the course base ([link](#))