

Academic Year: (2019 / 2020)

Review date: 06-06-2019

Department assigned to the subject: Department of Library Science and Documentation

Coordinating teacher: CALZADA PRADO, FCO JAVIER

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 0

COMPETENCES AND SKILLS THAT WILL BE ACQUIRED AND LEARNING RESULTS.**BASIC COMPETENCES OF THE SUBJECT:**

BC6: students must know and understand the knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context.

BC9: Students must know how to communicate their knowledge and conclusions and the reasons that support them to specialized and non-specialized audiences in a clear way.

GENERAL COMPETENCES OF THE SUBJECT:

GC1: Understand the impact of new digital environments on libraries, archives and other documentation services, as well as the role of information and documentation professionals and experts in this technological and social context.

GC2: Identify lines of technological innovation in libraries and archives and documentation centers, and undertake possible projects for its development.

GC5: Recognize the growing importance of teamwork and demonstrate adaptability and integration in different work environments, maintaining relationships and communication flows.

GC11: Ability to interpret, apply and innovate in context methodologies, technologies, policies and new methods of analysis, treatment and retrieval of information.

SPECIFIC COMPETENCIES OF THE SUBJECT:

CE7: ¿¿Visualization of data, using temporal, geo-spatial, thematic and network analysis techniques.

LEARNING OUTCOMES

At the end of this course, students should be able to:

1. Understand the history and evolution of the Web, as well as the implications of the different denominations that receive different stages of this evolution: Web 1.0, Web 2.0, Web 3.0 and linked data.
2. Know and handle the most important social media professionally.
 - Services (Weblogs, Wikis, Social Networks, Link sharing systems, files, videos, photos, etc.)
 - Technologies (syndication, microformats, FOAF, OpenID, etc.)
 - Techniques (blogging, microblogging, social tagging, etc.)
 - Tools (social browsers, newsreaders, APIs, widgets, etc.)
3. To know the most important products, services, experiences and good practices in the creation of spaces for interaction and social collaboration in the field of libraries, archives and digital information services.
4. Analyze different social technologies through the empirical study of several social systems (analysis of social networks).
5. To know the techniques and tools of basic analytics for the evaluation of the performance of an organization in social networks.
6. Plan, design and manage a social web system in the digital information services environment.
7. Know the main trends of the Social Web and project its use and application to digital information

systems and services in the field of libraries, archives and other information systems

DESCRIPTION OF CONTENTS: PROGRAMME

Socialmedia and Social Web is an increasingly popular phenomenon. The concept of Social Web together with the Web 2.0 are creating new guidelines on the behavior of users and the managers of digital information services. The term 'Social Web' has different scope, and is generally used to describe how Web users interact with different purposes and interests.

Social Web is an attitude that involves interaction and participation of users in the construction of content and the Web. From a functional point of view social Web could be defined with three letters 'SCB': Share, Comment and Build. The Social Web certainly involves the construction of collective knowledge, whose synergy is creating new trends and new technologies that must be taken into account when implementing new digital information services.

The content of this course are:

- * 1. EVOLUTION OF THE WEB. What is Social Web, Web 2.0, etc. History and precursors of the Social Web. Social Web and Digital Libraries.
- * 2. PUBLISH AND SHARE. Leading Social Web tools and technologies involved.
- * 3. VIRTUAL COMMUNITIES. (Types of communities, network interactions, user types, event types, etc..). Horizontal and vertical social networks.
- * 4. STRATEGIES FOR DESIGN AND IMPLEMENTING SOCIAL NETWORKS. Communication. Monitoring, metrics
- * 5. ETHICS, PRIVACY, TRUST AND DIGITAL REPUTATION MANAGEMENT
- * 6. FUTURE DIRECTIONS OF THE SOCIAL WEB (Linked data, SSW).

LEARNING ACTIVITIES AND METHODOLOGY

The methodology involves learning as a process of construction, and teaching as a support. Thus, the teaching-learning process will encourage the students' constant and collaborative learning, facilitating the exchange of experiences in the multidimensionality of the Social Web.

TRAINING ACTIVITIES OF THE STUDY PLAN

- AF1 Individual work for the study of theoretical and practical materials elaborated and contributed by the teacher
- AF2 Individual work for problem solving and case studies
- AF3 Theoretical-practical classes
- AF4 Tutorials
- AF5 Group work
- AF6 Active participation in forums enabled by the professor in the virtual educational platform
- AF7 Perform self-assessment analytics of the activities designed

The main elements of this methodology are:

- MD1: Presentations by the professor with support of computer and audiovisual media, in which the main concepts of the subject are developed and the bibliography is provided to complement the students' learning.
- MD2: Critical reading of texts recommended by the professor.
- MD3 Resolution of practical cases, problems, etc., raised by the professor individually or in a group
- MD4 Exposition and discussion in class, under the moderation of the professor of issues related to social media, as well as practical cases
- MD5 Preparation of individual and group work and reports
- MD6 Reading of theoretical and practical teaching materials

TUTORIALS

The schedules of the tutorials, adjusted to the provisions of the University, may be consulted in the teaching and learning platform (Global Classroom). They will include at least two sections, one for face-to-face and a virtual one. In addition to these officially fixed tutorials, students can request and arrange with the teacher tutorials online or offline outside of those schedules.

ASSESSMENT SYSTEM

- AS2 Individual or group assignments

AS3 Quizzes
AS4 Exam *

AS2: 50%
AS3: 20%
AS4: 30% *

* The final exam or work will be done in face-to-face mode, at the Carlos III university.

The final grade is summative, but the final exam has to be surpassed to surpass the subject. In this subject, in the absence of specific university regulations for postgraduate studies, if the student has not followed the continuous assessment, he will be entitled to take a test that will allow him to obtain 60% of the final maximum qualification in the exam Ordinary In the extraordinary, the exam will allow you to get up to 75% of the final maximum score.

% end-of-term-examination:	30
% of continuous assessment (assignments, laboratory, practicals...):	70

BASIC BIBLIOGRAPHY

- EVANS, W Building library 3.0: issues in creating a culture of participation, Chandos, 2009
- SOLOMON, Laura The Librarian's Nitty-Gritty Guide to Content Marketing, ALA Editions, 2016
- SOLOMON, Laura The Librarian's Nitty-Gritty Guide to Social Media, ALA Editions, 2013