Social Web

Academic Year: (2020 / 2021)	**Review date: 12-07-2020**

Department assigned to the subject: Library and Information Sciences Department

Coordinating teacher: CALZADA PRADO, FCO JAVIER

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 0

OBJECTIVES

CONTRIBUTION TO SUBJECT LEARNING RESULTS:
After successful completion of this course, students will:
- Know the main products, services, experiences, and best practices in the creation of virtual participatory spaces and social collaboration in library and information services settings.
- Be able to analyse different social technologies through the empirical study of various social systems (social network analysis) and will be able to develop criteria for their evaluation.
- Know how to plan, design, and manage a social web system in digital information services settings.

BASIC SUBJECT COMPETENCIES TO WHICH THIS COURSE CONTRIBUTES:

GENERAL SUBJECT COMPETENCIES TO WHICH THIS COURSE CONTRIBUTES:

Specialization track: Libraries and digital information services.

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.

Contents of this course:

- EVOLUTION OF THE WEB. What is Social Web, Web 2.0, etc. History and precursors of the Social Web. Social Web and Digital Libraries.

- PUBLISH AND SHARE. Leading Social Web tools and technologies involved.

- VIRTUAL COMMUNITIES. (Types of communities, network interactions, user types, event types, etc..). Horizontal and vertical social networks.

- STRATEGIES FOR DESIGN AND IMPLEMENTING SOCIAL NETWORKS. Communication. Monitoring, metrics

- ETHICS, PRIVACY, TRUST AND DIGITAL REPUTATION MANAGEMENT

- 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: 35%
AS3: 15%
AS4: 50%

The final grade is summative, but the final exam has to be passed to pass 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: 50

% of continuous assessment (assigments, laboratory, practicals…):   50

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