

Academic Year: ( 2024 / 2025 )

Review date: 14-05-2024

Department assigned to the subject: Library and Information Sciences Department

Coordinating teacher: MARTINEZ CARDAMA, SARA

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 2

## 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

Social media 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).

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#### LEARNING ACTIVITIES AND METHODOLOGY

\* THE TRAINING ACTIVITIES ACORDING TO THE STUDY PLANIFICATION WILL BE:

- AF1 Individual work for the study of theoretical and practical materials developed 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 teacher in the virtual educational platform.
- AF7 Perform self-assessment test for content review.
- AF8 Synchronous online debates and colloquiums

Type of activity Is it synchronous? Total hours Hours of synchronous interactivity No. In-person hours % In-person attendance Student

Type of activity	Is it synchronous?	Total hours	Hours of synchronous interactivity	No. In-person hours	% In-person attendance
AF1 0	NO	24,7	0	0	
AF2 0	NO	22	0	0	
AF3 100	SI	3	3	3	
AF4 0	SI	3	3	0	
AF5 0	NO	30	0	0	
AF6 0	NO	1,3	0	0	
AF7	SI	3	3	0	

0				
AF8	SI	3	3	0
0				
	Total	90	12	3
3,33%				

**\* TEACHING METHODOLOGIES:**

MD1 Presentations in the teacher's class 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 teacher of the subject:

Press articles, reports, manuals and / or academic articles, either for later discussion in class, or to expand and consolidate the knowledge of the subject.

MD3 Resolution of practical cases, problems, etc. Raised by the teacher individually or in a group.

MD4 Exposition and discussion in class, under the moderation of the professor of subjects related to the content of the subject, as well as of practical cases.

MD5 Preparation of individual and group work and reports.

MD6 Reading of theoretical and practical teaching materials.

**TUTORIALS SCHEME**

The schedules of the tutorials, adjusted to the disposition by the University, can be consulted in the space of the course in the platform (Aula Global). They will include at least two sections, one for face-to-face and the other for online tutorials. In addition to these official tutorials, students can request and arrange with the teacher online or on-site tutorials outside those times.

**ASSESSMENT SYSTEM**

**% end-of-term-examination:** 50

**% of continuous assessment (assignments, laboratory, practicals...):** 50

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.

**BASIC BIBLIOGRAPHY**

- ANDERSON, Cordelia Library Marketing and Communications: Strategies to Increase Relevance and Results, ALA, 2020

- EVANS, W Building library 3.0: issues in creating a culture of participation, Chandos, 2009

- POLGER, Mark Aaron Library Marketing Basics, Rowman & Littlefield, 2019

- SOLOMON, Laura The Librarian's Nitty-Gritty Guide to Content Marketing, ALA Editions, 2016

