University of Gdańsk

Subject card

Subject name and code	Social Media, PG_00206331						
Field of study	Pedagogy						
Date of commencement of studies	October 2026		Academic year of realisation of subject	2027/2028			
Education level	Master's studies		Subject group	Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study			
Mode of study	full-time studies		Mode of delivery	at the university			
Year of study	2		Language of instruction	English			
Semester of study	4		ECTS credits	3.0			
Learning profile	academic		Assessment form	credit			
Conducting unit	Laboratory of Media Education -> Institute of Education -> Faculty of Social Sciences -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Grzegorz Stunża				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	20.0	0.0	0.0	0.0	20
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	20		0.0		55.0	75
Subject objectives	The aim of the subject is to give students deepen view in human aspects of social media such as identity construction and community building processes. This knowledge is vital for young modern teachers and educators who will develop their careers both as social media users and tutors of social media users.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[PEDMU2_K01] The graduate is willing to independently deepen his/her knowledge and skills, is ready for continuous personal and professional development	The student is ready to independently seek out and utilize the latest tools and trends in social media, regularly updates their knowledge on algorithms, data analysis, and marketing strategies, and engages in online courses and training to develop their professional and personal skills.	[SK1] oral statement/conversation/ discussion
	[PEDMU2_W13] The graduate has in-depth knowledge and understanding of various educational environments, their specificity and processes taking place in them	The student knows and understands the characteristics of different social media user groups and the communicative and educational processes occurring within them.	[SW1] oral statement/ conversation/discussion
	[PEDMU2_W09] The graduate has knowledge and understanding of understands the cultural determinants of educational processes	The student knows and understands the cultural determinants related to the creation of educational content on social media and knows how different cultures shape educational communication in these media.	[SW1] oral statement/ conversation/discussion
	[PEDMU2_U13] The graduate is able to use a foreign language at the B2 + level	The student has a B2 level of English	[SU8] observation of student's independent or team work
	[PEDMU2_K06] The graduate is willing to accept responsibility for his/her own preparation for work, decisions made and activities carried out, as well as their effects; accept responsibility for the people entrusted to his/her work (including building a relationship based on mutual trust)	The student is ready to take responsibility for managing educational campaigns on social media, making decisions about content and user interactions, and analyzing the outcomes of these actions; as well as building trusted relationships with followers and the marketing team.	[SK1] oral statement/conversation/ discussion
	[PEDMU2_W07] The graduate has in-depth knowledge and understanding of types of social bonds and understands the regularities that govern them, important from the point of view of educational processes	The student has advanced knowledge of various types of social bonds, such as contact networks, support groups, and online communities, and understands the mechanisms and principles that shape these bonds in the context of education on social media.	[SW1] oral statement/ conversation/discussion
	[PEDMU2_U05] The graduate is able to present his/her own ideas, doubts and suggestions, support them with extensive argumentation in the context of selected theoretical perspectives, views of various authors, following and being guided by ethical principles	The student is able to create and present communication strategies for social media campaigns, express doubts and suggestions about these strategies, supporting them with theoretical analysis and references to various authors and studies, always adhering to ethical principles in the internet and social media.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
	[PEDMU2_U07] The graduate is able to observe, diagnose, rationally evaluate complex educational situations and analyse motives and patterns of human behaviour in an in-depth manner;	The student is able to deeply analyze user interactions on social media, diagnose complex educational situations online, and evaluate the motives and behavior patterns of virtual communities.	[SU8] observation of student's independent or team work
Subject contents	1. Basics of netnography. 2. Phenomenon of digital photography privacy made public. 3. Idealized reality in blogs and its social impact on real world. 4. Self-stories expressed online mimesis of the XXI century among the adolescents. 5. Building community in virtual realms.		
Prerequisites and co-requisites			

<table>
<tr><td>Assessment methods and criteria</td><td colspan="2"><table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>group project</td><td>51.0%</td><td>30.0%</td></tr>
<tr><td>presence and active participation during the classes</td><td>51.0%</td><td>30.0%</td></tr>
<tr><td>ctive participation of each member, collaboration within the group</td><td>51.0%</td><td>40.0%</td></tr>
</table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>• R.V. Kozinets, Netnograpic method, in: Netnography, Doing ethnographic research online, 2010.
• L. Manovich, The paradoxes of digital photography, in: Photography after photography. Exibition catalog, 1995.
• J. van Dijck, Mediated memories in the digital age, 2007.
• D. Kirkpatrick, The Facebook effect. The inside story of the company that is connecting the world, 2010</td></tr>
<tr><td>Supplementary literature</td><td>• R.V. Kozinets, Netnography, Doing ethnographic research online, 2010. (whole book)
• H. Rheingold, the virtual community, living at the electronic frontier, 1993. (access online)
• http://www.rheingold.com/vc/book/
• H. Jenkins, Convergence culture, where old and new media collide, 2006.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2"></td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
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