



University of Kerala

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| Discipline | HISTORY | | | | |
| Course Code | UK4VACHIS202 | | | | |
| Course Title | SOCIAL MEDIA AND PUBLIC LIFE | | | | |
| Type of Course | VAC | | | | |
| Semester | IV | | | | |
| Academic Level | 200-299 | | | | |
| Course Details | Credit | Lecture per week | Tutorial per week | Practical per week | Total Hours/Week |
| | 3 | 3 | | | 3 |
| Course Summary | <p>This course offers a structured framework for exploring the intersection of social media and public life, encompassing theoretical viewpoints, platform analysis and evaluation, democratic, political and identity implications, as well as ethical deliberations. Every module presents a detailed examination of key topics, which helps to enhance students' comprehension of the intricate dynamics of social media in today's society. The course provides an awareness to the students how digital platforms can judiciously be used as tools for activism, advocacy, and solidarity.</p> | | | | |

Detailed Syllabus:

| Module | Unit | Content | Hrs |
|----------|------|--|----------|
| I | | Introduction to Social Media and Public Life | 9 |
| | 1 | Defining key concepts - social media – public sphere - public life – digital age | |
| | 2 | Historical context of social media emergence - evolution of social media as a dominant communication medium in the digital age | |
| | 3 | Social Media and its impact on public discourse - impact on public life – and Public Sphere | |

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| | 4 | Theoretical frameworks for understanding social media's role in shaping public life – Theory of Technological determinism – Network Society Theory – Critical Theory | |
| II | Social Media Platforms and Public Engagement | | 9 |
| | 5 | Social media platforms – features – uses and abuses | |
| | 6 | Social media platforms and public engagement, communication, and activism – surpassing geographical and cultural boundaries - facilitating global communication and collaboration | |
| | 7 | Social media campaigns - to raise awareness, drive social change, and mobilize communities - social media in crisis communication and management. | |
| | 8 | Case studies of successful and influential social media campaigns | |
| III | Social Media and Democracy | | 9 |
| | 9 | Social media and democratic processes - elections, political participation, and governance | |
| | 10 | Social media and political communication - political mobilization and participation | |
| | 11 | Issues of political polarization, echo chambers, and filter bubbles on social media | |
| | 12 | Challenges and opportunities of social media for democratic engagement | |
| IV | Social Media and Identity Formation and Activism | | 9 |
| | 13 | Social media in shaping individual and collective identities - identity construction, self-presentation, community formation | |
| | 14 | Role of social media in facilitating social movements - social media campaigns for social change | |
| | 15 | Social movements and communities formed and sustained through social media platforms | |
| | 16 | Social media for activism and social media activism - ethical and legal considerations in using social media for activism | |

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| V | Social Media Ethics and Regulation | | 9 |
| | 17 | Ethical issues and challenges in social media use - privacy, data protection, misinformation, online harassment | |
| | 18 | Policies for social media governance - regulatory frameworks, governance mechanisms and content moderation policies | |
| | 19 | Strategies for promoting responsible and ethical social media engagement | |
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Essential Readings

1. Biju, P. R. (2016). *Political Internet: State and Politics in the Age of Social Media*. India: Taylor & Francis.
2. Biju, P. R. (2022). *Social Media and Democracy*. Islam International Publications.
3. Bortree, Denise Sevvick. and Marcia W. DiStaso. (eds.). (2014). *Ethical Practice of Social Media in Public Relations*. New York: Rutledge.
4. Boyd, Danah. (2014). *It's Complicated: The Social Lives of Networked Teens*. Yale University Press.
5. Castells, Manuel. (2012). *Networks of Outrage and Hope: Social Movements in the Internet Age*. UK: Polity Press.
6. Chadwick, Andrew. (2013). *The Hybrid Media System: Politics and Power*. UK: Oxford University Press.
7. Chadwick, Andrew. (2017). *The Hybrid Media System: Politics and Power*. New York: Oxford University Press.
8. Coleman, Gabriella. (2014). *Hacker, Hoaxer, Whistleblower, Spy: The Many Faces of Anonymous*. London: Verso Books.
9. Fuchs, Christian. (2014). *Social Media: A Critical Introduction*. New Delhi: Sage Publications.
10. Gerbaudo, Paolo. (2018). *The Digital Party: Political Organisation and Online Democracy*. London: Pluto Press.
11. Gillespie, Tarleton. (2018). *Custodians of the Internet: Platforms, Content Moderation, and the Hidden Decisions That Shape Social Media*. Yale University Press.
12. Jenkins, Henry, et al. (2013). *Spreadable Media: Creating Value and Meaning in a Networked Culture*. New York: New York University Press.
13. Jenkins, Henry. (2006). *Convergence Culture: Where Old and New Media Collide*. New York: NYU Press.
14. Menon, Sudha. (2020). *Social Media in Social Work*. Canada: Society Publishing.
15. Miller, Daniel. Elisabetta Costa and Nell Haynes. (2016). *How the World Changed Social Media*. London: UCL Press.

16. Morozov, Evgeny. (2011). *The Net Delusion: The Dark Side of Internet Freedom*. Public Affairs.
17. Motion, Judy. Heath, Robert L. and Shirley Leitch. (2015). *Social Media and Public Relations: Fake Friends and Powerful Publics*. London: Routledge.
18. Noor Al-Deen, Hana S. and John Allen Hendricks. (2013) *Social Media: Usage and Impact*. New York: Lexington Books.
19. Padhiyar, Raj. (2019). *Social Media and Politics in India*. New Delhi: Educreation Publishing.
20. Papacharissi, Zizi. (2010). *A Networked Self: Identity, Community, and Culture on Social Network Sites*. Routledge.
21. Sheldon, Pavica. Philipp Rauschnabel, James M. Honeycutt. (2019). *The Dark Side of Social Media: Psychological, Managerial, and Societal Perspectives*. London: Academic Press.
22. Shirky, Clay. (2008). *Here Comes Everybody: The Power of Organizing Without Organizations*. UK: Penguin Books.
23. Shirky, Clay. (2011). *Cognitive Surplus: Creativity and Generosity in a Connected Age*. UK: Penguin Books.
24. Taprial, Varinder., Priya Kanwar. (2017). *Understanding Social Media*. Ventus Publishing.
25. Thésée, Gina., Michael Hoechsmann, Paul R. Carr. (2018). *Democracy 2.0: Media, Political Literacy, and Critical Engagement*. Netherlands: Brill Sense.
26. Van Dijck, José. (2013). *The Culture of Connectivity: A Critical History of Social Media*. UK: Oxford University Press.
27. Velacherry, Joseph. (1993). *Social Impact of Mass Media in Kerala*. Bangalore: CISRS. Democracy 2.0
28. William H. Dutton. (2013). *The Oxford Handbook of Internet Studies*. Oxford: Oxford University Press.

Course Outcomes

| No. | Upon completion of the course the graduate will be able to | Cognitive Level | PSO addressed |
|------|--|-----------------|---------------|
| CO-1 | Understand the historical context of the emergence social media and its evolution as a dominant communication medium in the digital age. | U | PSO 3 |
| CO-2 | Get insights into the dynamics and mechanisms of social media networks and platforms, and how they shape public discourse and interaction. | U | PSO 6 |

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| CO-3 | Nurture critical thinking skills and the ability to analyze the influence of social media in democratic engagement. | An | PSO 4 |
| CO-4 | Explore the role of social media in shaping individual and collective identities and evaluate their role in facilitating social movements. | E | PSO 6 |
| CO-5 | Examine ethical implications related to social media and understand the responsibilities of individuals and organizations in digital spaces. | U | PSO 3 |

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical:)

| CO No. | CO | PO/PSO | Cognitive Level | Knowledge Category | Lecture (L)/Tutorial (T) | Practical (P) |
|--------|------|--------|-----------------|--------------------|--------------------------|---------------|
| 1 | CO-1 | PSO 3 | U | F | L | |
| 2 | CO-2 | PSO 6 | U | F, C | L | |
| 3 | CO-3 | PSO 4 | An | C | L | |
| 4 | CO-4 | PSO 6 | E | C, P | L | |
| 5 | CO-5 | PSO 3 | U | C | L | |

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO 5 | PSO 6 | PSO 7 | PSO 8 | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|------|------|------|------|------|-------|-------|-------|-------|------|------|------|------|------|------|------|------|
| CO 1 | | | 1 | | | | | | 1 | | | | | | | |
| CO 2 | | | | | | 1 | | | | 1 | | | | | | |
| CO 3 | | | | 2 | | | | | 2 | | | | | | | |
| CO 4 | | | | | | 3 | | | | | 3 | | | | | |
| CO 5 | | | 1 | | | | | | | 1 | | | | | | |

Correlation Levels:

| Level | Correlation |
|-------|--------------------|
| - | Nil |
| 1 | Slightly / Low |
| 2 | Moderate / Medium |
| 3 | Substantial / High |

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics :

| | Internal Exam | Assignment | Project Evaluation | End Semester Examinations |
|------|---------------|------------|--------------------|---------------------------|
| CO 1 | ✓ | | | ✓ |
| CO 2 | ✓ | | | ✓ |
| CO 3 | ✓ | | | ✓ |
| CO 4 | | ✓ | | ✓ |
| CO 5 | ✓ | | | ✓ |