



# *The Hebrew University of Jerusalem*

## *Syllabus*

### *Social media and their social cultural and political implications - 50046*

*Last update 28-10-2015*

*HU Credits:* 2

*Degree/Cycle:* 1st degree (Bachelor)

*Responsible Department:* communication & journalism

*Academic year:* 0

*Semester:* 2nd Semester

*Teaching Languages:* Hebrew

*Campus:* Mt. Scopus

*Course/Module Coordinator:* Neta Kligler Vilenchik

*Coordinator Email:* [neta.kv@mail.huji.ac.il](mailto:neta.kv@mail.huji.ac.il)

*Coordinator Office Hours:*

---

Teaching Staff:

Dr. Neta Kligler-Vilenchik

Course/Module description:

Of the technological changes in the past years, one of the most significant differences in everyday life has been the use of social media. Twitter, Facebook, LinkedIn and WhatsApp - we all spend much time with them, but do we know how they shape our personal, social, economic and political lives? The course will include a theoretical survey of social media, their historic development, their characteristics, motivations to use them or to refrain from using them. We will examine the role of social media in a variety of areas, including interpersonal connections, professional life, cultural participation, and civic and political participation.

Course/Module aims:

Learning outcomes - On successful completion of this module, students should be able to:

- Upon completion of the course, students will be able to:
- Survey the history that has led to the rise of social media as we know them
  - Analyze the role of social media in personal, social and political life, from the potentials to the challenges
  - Analyze the characteristics of different social media, motivations to use them or refrain from their use, and the complex strategies used to achieve goals through them

Attendance requirements(%):

Teaching arrangement and method of instruction:

Course/Module Content:

Theoretical survey of social media  
Historical trajectory leading to the rise of social media  
Motivations for use or refrainment  
Role of social media in personal, cultural and political life

---

Required Reading:

To be announced

Additional Reading Material:

Course/Module evaluation:

End of year written/oral examination 60 %

Presentation 0 %

Participation in Tutorials 10 %

Project work 0 %

Assignments 30 %

Reports 0 %

Research project 0 %

Quizzes 0 %

Other 0 %

Additional information: