



Module 4A / Semester 2:	
Title of the course	Users and Innovation in Digital Media
Coordinator of the course:	Jo PIERSON
Content/Description	<p>People as users of digital media and communication technologies have since long been acknowledged as central stakeholders in the European information society. We therefore focus on the interplay between changes and design of digital media and technologies on the one hand and transitions in the way consumers and citizens in Europe adopt and use digital media in their everyday life on the other hand. This generates a deeper understanding in the why, what and how of interdisciplinary user research in the digital media field.</p> <p>First the course discusses the relevance of user research in the field of digital media. This is framed within a broader understanding of theoretical traditions of user studies from an interdisciplinary perspective. We then sketch how users configure digital media as well as how digital media also configure user practices. Next we map out the ways that user types are differentiated in the scientific literature and business practice. Finally we link this up with the different ways that user innovativeness is captured. All this is illustrated by a number of concrete case studies in digital media industry and practice.</p>
Workload: ECTS	<p>6 ECTS Credits</p> <p>Total student working hours: 165 hours</p> <p>Attendance: 11 hours</p> <p>Practical: 18 hours</p> <p>Final Paper: 40 hours</p> <p>Mandatory Reading: 56 hours</p> <p>Preparation of exam: 40 hours</p>
Objectives	<p>This course contributes to the following <i>general learning outcomes</i> of the international master program communication studies:</p> <ul style="list-style-type: none"> • Students show in-depth knowledge, understanding and insight within the field of communication sciences and in relation to the latest evolutions and discussions at both the national and international level regarding media, internet and globalization. • Students demonstrate the ability to critically contextualise and evaluate current national and international developments and discussions, and are able to independently deepen insights related to complex problems on the basis of an original framework of analysis, thereby expanding the theoretical basis related to media, internet and globalisation. • Students show an open and constructive attitude whilst having respect for other views and beliefs. • Students are open to scientific doubt and societal pluralism. They demonstrate courage, ambition and perseverance in questioning both established insights and alternative points of view. • Students act upon an open attitude in a culturally diverse international context. They critically



	<p>reflect on their own (geographical, social, cultural, local, personal, ...) position.</p> <ul style="list-style-type: none"> • Students demonstrate the skill to discuss and debate current societal and scientific topics and theoretical developments related to media, internet and globalisation. The students discuss issues on the basis of critical and substantiated reflections and research findings, open-mindedly and willing to acknowledge other arguments. • Students can apply the acquired knowledge and skills related to media, internet and globalisation in a professional context. • Students are able to communicate their point of view in a clear and scientific-grounded argumentation to various target groups. <p><i>Specific learning outcomes:</i></p> <p>After taking this course students are able to better understand and critically assess the role of digital media users in innovation processes. At the same time they are able to situate this within a broader knowledge on the interplay between social-economic changes and transformations in media and ICT.</p>
<p>Guest Lecturers (if applicable)</p>	<p>–</p>
<p>Grading</p>	
<p>The final grade is composed based on the following categories:</p> <ul style="list-style-type: none"> • Other Exam determines 100% of the final mark. <p>Within the Other Exam category, the following assignments need to be completed:</p> <p>Combination Exams with a relative weight of 1 which comprises 100% of the final mark.</p> <p>Note: The general assessment in the first exam term (1e zit) is based on the overall participation, the quality of the assignment and the oral exam result. In case the assignment is not submitted in time (before the deadline), the student gets 'absent' for the oral exam. In second exam term (2e zit) the general assessment is based only on the oral exam result.</p>	

Important note

This syllabus describes the course as it was delivered in **Summer Semester 2016** Readers should note that courses of the DCLead programme are changed and adapted every year, also taking into consideration the feedback of the participants. This syllabus is for informational purposes only. The administration of the DCLead programme does not guarantee that the entirety of the information contained in this document clearly applies to any course that is delivered during another semester, also with the same title.