ZUR393o **Trends of digital technology and smart media** **Spring2016**

Class meets: Studio, 5.27, Joštova 10, Faculty of Social Studies

6th April 6.45pm–8.15pm
7th April 3.15pm–6.44pm
13th April 6.45pm–8.15pm
14th April 5pm–6.44pm
20th April 6.45pm–8.15pm
21th April 3.15pm–6.44pm
5th May 3.15pm–6.44pm
11th May 6.45pm–8.15pm
12th May 5pm–6.44pm

Lecturer: Katalin Feher PhD E-mail: feher.katalin@uni-bge.hu

Office Hours: appointment arranged via e-mail or Qs/consultations by e-mail

Pre-requisites
• Min. English knowledge: B2 level of the Common European Framework of Reference for Languages
• One-page motivation letter to application: explaining the motives for attending the course. Language: English

Course objectives
• To achieve an understanding of the digital/smart environments and services via terms, theories, trends and case studies
• To be able to correctly analyse new media phenomena with social-cultural-business embededness and consequences
• To provide alternative guide for a digital carrier and/or managing digital footprints

Synopsis
1. Introduction to the course
2. Framework of digital technology
3. New and smart media
4. Big data and surveillance culture
5. Networks and mobilisation
6. Presentations: analysing case studies
7. New media applications I. Remixed media
8. New media applications II. VR & AR
9. Idea companies and services
10. Simulations: draft of an idea company/service
11. Theories and applications of digital footprints
12. Presentation: planning of digital identity
13. Summary and future visions

Teaching methods
- Lectures
- Individual/pair/group work
- Discussions of relevant issues tackled in the lectures and presentations/simulation
- Student oral presentations with short ppt/prezi/keynote file and enclosed written assignments

Assessment methods
- Attendance and active participation in seminars
- Oral presentations of case study and digital identity management
- Simulation of idea company/service
- Written assignment to the presentations and simulation: details and argumentation

Course Assignments and Grade Percentages
- Assignment #1: Presentation: case study analysis – 20%
- Assignment #2: Simulation: idea company/service – 30%
- Assignment #3: Presentation: digital identity – 30%

Suggested academic sources
- Flew, T. (2014) *New Media. An Introduction*. 4th Edition. Melbourne: Oxford University Press.
- Hjarvard S (2013) *The Mediatization of Culture and Society*. London: Routledge.
- Jenkins, H. (2006) *Convergence Culture: Where Old and New Media Collide*. New York: New York University Press.
- Manovich, L. (2002) *The language of new media*. Cambridge: MIT Press.
- Pariser, E. (2012) *The Filter Bubble: How the New Personalized Web Is Changing What We Read and How We Think*. London: Penguin Books.

Suggested trend reports
- Gartner (2016) *Gartner hype cycle*. Online: http://www.gartner.com/technology/research/methodologies/hype-cycle.jsp
- Ericsson (2015) *10 hot customer trends*. Online: http://www.ericsson.com/res/docs/2014/consumerlab/ericsson-consumerlab-10-hot-consumer-trends-2015.pdf
- Ericsson (2016) *Operational principles*. Online: http://www.slideshare.net/Ericsson/operational-principal-brochure
- The Pew Research Center (2012) *Privacy management on social media sites*. Online: http://www.pewinternet.org/2012/02/24/privacy-management-on-social-media-sites/