



AALBORG UNIVERSITET

# **2018: REGULATIONS AND CURRICULUM FOR THE MASTER'S PROGRAMME IN INFORMATION ARCHITECTURE**

MASTER OF SCIENCE (MSC) IN INFORMATION  
TECHNOLOGY  
AALBORG

MODULES INCLUDED IN THE CURRICULUM

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# INFORMATION ARCHITECTURE, RHETORIC AND PERSUASIVE DESIGN

**2018/2019**

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module will introduce the students to key elements of Information Architecture, including categorization and concepts, experiential, rhetorical and persuasive design principles. During the course module, the students will engage in lectures and discussions on information architecture, knowledge organisation, rhetoric, persuasive and experience design.

### LEARNING OBJECTIVES

#### KNOWLEDGE

In the module the students will acquire knowledge of:

- Information Architecture
- Rhetoric
- Persuasive design
- Experience design
- Knowledge organisation
- Categorization and concepts
- Knowledge of how information architectures participate in an interplay with usability, experiences and learning.

#### SKILLS

In the module the students will acquire skills in:

- observing, analysing and interpreting information architectures irrespective of medial and organisational boundaries,
- evaluating the use of rhetoric in ICT systems
- detecting the needs for concept formation and categorisation as part of the information architecture design process
- analysing the conceptual control and consistency in information architectures, their communicative effects and potential for further development

#### COMPETENCES

In the module the students will acquire competences in:

## 2018: Regulations and curriculum for the master's programme in information architecture

- taking an analytical, reflective and critical approach to the use of information architecture, rhetoric, persuasive and experience design
- engaging in an interdisciplinary collaboration on information architectures, rhetoric, persuasive and experience design in a specific context
- identifying own learning needs and structuring own learning in relation to the use of information architecture, rhetoric, persuasive and experience design in a specific context.

## EXAM

### EXAMS

Name of exam	Information Architecture, Rhetoric and Persuasive Design
Type of exam	Oral exam based on a project The test takes its point of departure in a project report that may not exceed 15 pages per student in the group, and may not exceed 20 pages for individual projects.  Literature foundation: 1500 standard pages supervisor approved, self-selected literature related to the project.
ECTS	15
Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	In the evaluation of the examination performance, the grade 12 will only be awarded for an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

## FACTS ABOUT THE MODULE

Danish title	Information Architecture, Rhetoric and Persuasive Design
Module code	KAINFOAR181
Module type	Project
Duration	1 semester
Semester	Autumn 7. semester
ECTS	15
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	<a href="#">Ole Ertlöv Hansen</a>

## ORGANISATION

Study Board	Study Board of Communication and Digital Media
Department	Department of Communication and Psychology
Faculty	The Faculty of Humanities

# WEB TECHNOLOGY AND DATABASES

**2018/2019**

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module will introduce the students to basic web technology, database construction, data modelling, and modelling of search tools. The module consists of a combination of lectures and hands-on exercises to introduce the students to specific tools and methods for constructing databases and web technologies.

### LEARNING OBJECTIVES

#### KNOWLEDGE

In the module the students will acquire knowledge of:

- Web technologies and their use in knowledge organization
- Databases and their use in knowledge organization
- Search engines

#### SKILLS

In the module the students will acquire skills in:

- Selecting, adapting and evaluating web technologies for knowledge organization
- Construction of databases and search tools
- Carrying out data modeling, for instance by means of UML or ERD's

#### COMPETENCES

In the module the students will acquire competences in:

- Taking an analytical, reflective and critical approach to applying web technologies, databases for knowledge organization
- Reflecting on own practice and documentation hereof
- Identifying own learning needs and structuring own learning in relation to applying web technologies, databases for knowledge organization

## EXAM

### EXAMS

Name of exam	Web technology and databases
Type of exam	Written exam The test takes the form of a set take-home assignment to be handed in after 3 days. In the test, the student completes a designated task within the subjects covered by the course. The assignment paper must demonstrate that the student fulfills the objectives for the module stated above.  The assignment paper may not exceed 10 pages.
ECTS	10
Assessment	7-point grading scale
Type of grading	Internal examination

Criteria of assessment	The study elements on which the examination is based is equivalent to 10 ECTS. In the evaluation of the examination performance, the grade 12 will only be awarded for an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses
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## FACTS ABOUT THE MODULE

Danish title	Web technology and databases
Module code	KAINFOAR186
Module type	Course
Duration	1 semester
Semester	Autumn 7. semester
ECTS	10
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	<a href="#">Ole Ertløv Hansen</a>

## ORGANISATION

Study Board	Study Board of Communication and Digital Media
Department	Department of Communication and Psychology
Faculty	The Faculty of Humanities

# ELECTIVE COURSE A

2018/2019

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

In this module, classes will be offered within a central subject related to the discipline of the elective course.

### LEARNING OBJECTIVES

#### KNOWLEDGE

By the end of the module, the student will have acquired knowledge of:

- Theories and methods of particular relevance for the subject area of the elective course
- Scientific issues within the subject area of the elective course

#### SKILLS

By the end of the module, the student will have acquired skills in:

- selecting appropriate scientific methods and tools within the area of the module
- assessing and choosing between appropriate scientific theories, methods and tools and, on this basis, discussing analysis and/or solution models within the subject area of the elective course.

#### COMPETENCES

By the end of the module, the student will have acquired competences in:

- applying theoretical and methodological knowledge which is relevant for understanding and solving the issues of the elective course.

## EXAM

### EXAMS

Name of exam	Elective
Type of exam	Written exam The examination is a three-day take-home assignment in which the student answers the subject-related question(s) posed in the assignment and solves tasks based on the discipline of the module. The written part of the examination must not exceed 8 pages and must be prepared by students individually.  The written assignment will be assessed by the examiner alone. If the examiner awards a fail grade, the assignment will also be assessed by a second internal examiner.  Replacement: The test may be replaced by satisfactory participation in the module activities, including the completion of tasks and exercises set during the course.
ECTS	5
Assessment	Passed/Not Passed

Type of grading	Internal examination
Criteria of assessment	The take-home assignment must demonstrate that the student meets the disciplinary objectives described above. In order for a student to achieve a pass result in the examination, they must demonstrate satisfactory fulfilment of the objectives of the module.

## ADDITIONAL INFORMATION

Specific descriptions of elective are always updated on the website:  
<https://www.kdm.aau.dk/studiehaandbog/uddannelsen/kandidat/valgfaag/>

## FACTS ABOUT THE MODULE

Danish title	Valgfag A
Module code	KAKDMVME18A
Module type	Course
Duration	1 semester
Semester	Autumn 7. semester
ECTS	5
Language of instruction	Danish and English
Location of the lecture	Campus Aalborg, Campus Copenhagen
Responsible for the module	<a href="#">Ole Ertløv Hansen</a>

## ORGANISATION

Study Board	Study Board of Communication and Digital Media
Department	Department of Communication and Psychology
Faculty	The Faculty of Humanities



# DESIGN TOOLS

2018/2019

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module offers an introduction to specific design tools that support and documents the design and development of information architecture. The module consists of a combination of lectures and handson exercises to introduce the students to specific tools and methods for supporting and documenting information architecture.

### LEARNING OBJECTIVES

#### KNOWLEDGE

In the module the students will acquire knowledge of:

- Tools for designing and developing information architecture

#### SKILLS

In the module the students will acquire skills in:

- Selecting relevant tools for supporting and documenting the design of information architecture
- Applying specific design tools in practice for designing and documentation of information architecture

#### COMPETENCES

In the module the students will acquire competences in:

- Reflecting on own practice and documentation hereof
- Identifying own learning needs and structuring own learning in relation to applying

## EXAM

### EXAMS

Name of exam	Design tools
Type of exam	Written exam The test takes the form of a set take-home assignment to be handed in after 3 days. In the test, the student completes a designated task within the tools presented in the course. The assignment paper must demonstrate that the student fulfills the objectives for the module stated above.
ECTS	5
Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	In the evaluation of the examination performance, the grade 12 will only be awarded for an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.  The project report and the conversation must demonstrate that the student fulfills the objectives for the module stated above.

In the evaluation of the examination performance, the grade 12 will only be awarded to students who give an excellent performance and demonstrate that they have fulfilled the above objectives exhaustively or with only few insignificant omissions.

## FACTS ABOUT THE MODULE

Danish title	Design tools
Module code	KAINFOAR187
Module type	Course
Duration	1 semester
Semester	Spring 8. semester
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	<a href="#">Ole Ertløv Hansen</a>

## ORGANISATION

Study Board	Study Board of Communication and Digital Media
Department	Department of Communication and Psychology
Faculty	The Faculty of Humanities

# DESIGN OF INFORMATION ARCHITECTURE

2018/2019

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module will introduce students to design of ICT and IA directed towards organisational practice or another professional practice. The module comprises teaching within the following areas: system design with particular emphasis on interaction design, user-driven system development and system development methods in theory and practice, and formal models for preparing and communicating design solutions (for example blueprints, UML etc.).

### LEARNING OBJECTIVES

#### KNOWLEDGE

In the module the students will acquire knowledge of:

- Theory and methods of system development
- User-driven techniques and tools
- formalisation and categorisation as regards formal models for the preparation, visualisation and communication of design solutions.

#### SKILLS

In the module the students will acquire skills in:

- assessing strategies and methods for system development and system design on the basis of user needs and/or customer needs and knowledge of the disciplinary theories and methods.
- choosing suitable strategies and methods for system development and system design directed towards various domains
- data collection and analysis as regards system development and system design
- applying formal models for the preparation and communication of system development and system design
- communicating system development and system design to peers and others.

#### COMPETENCES

In the module the students will acquire competences in:

- taking an analytical, reflective and critical approach to the preconditions for system development and system design
- taking an analytical, reflective and critical approach to system development and system design
- engaging in disciplinary and interdisciplinary collaboration on system development and system design, with a professional approach
- identifying own learning needs and structuring own learning in relation to the subject area of system development and system design.

## EXAM

### EXAMS

Name of exam	Design of information architecture
Type of exam	Written exam The test takes the form of a set take-home assignment to be handed in after 3 days. On the basis of the module, students will respond to one or a number of questions and assignments within the subject area of the module.

	The assignment paper must demonstrate that the student fulfils the objectives for the module stated above. The assignment paper must not exceed ten pages, and it must be prepared individually.
ECTS	5
Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	The study elements on which the examination is based is equivalent to 5 ECTS. In the evaluation of the examination performance, the grade 12 will only be awarded for an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

## FACTS ABOUT THE MODULE

Danish title	Design of Information Architecture
Module code	KAINFOAR182
Module type	Course
Duration	1 semester
Semester	Spring 8. semester
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	<a href="#">Ole Ertløv Hansen</a>

## ORGANISATION

Study Board	Study Board of Communication and Digital Media
Department	Department of Communication and Psychology
Faculty	The Faculty of Humanities

# INFORMATION ARCHITECTURE IN ORGANISATIONS

**2018/2019**

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The focus of the module is the development of information management and digital communication strategies and organizational changes, and the consequences that may rise from the development and implementation of these strategies, within the field of information architecture.

### LEARNING OBJECTIVES

#### KNOWLEDGE

In the module the students will acquire knowledge of:

- Different kinds of information management and digital communication strategies
- Information management and digital communication strategies and their individual and organisational consequences

#### SKILLS

In the module the students will acquire skills in:

- Developing information architecture supporting organisational information management and digital communication strategies
- Reflecting on ethical problems related to the use of information architecture elements with consideration to differences in culture, professions, and perceptions.

#### COMPETENCES

In the module the students will acquire competences in:

- Coordinating and co-operating in design and implementation processes of information management and communication strategies
- Communicating with both specialists and users on professional problems in relation to strategic information architectures
- Communicating design strategies
- Planning and managing the change process of implementing information management and digital communication strategies with consideration to differences in culture, professions, and perceptions.

## EXAM

### EXAMS

Name of exam	Information Architecture in Organisations
Type of exam	Oral exam The test takes its point of departure in a project report that may not exceed 15 pages per student in the group, and may not exceed 20 pages for individual projects. For the project report, the student develops an information strategy in a certain context. The project report presents, theoretically examines and critically discusses the proposed strategy.  Literature foundation: Minimum 1000 standard pages supervisor approved, self-selected literature related to the project.
ECTS	15

Assessment	7-point grading scale
Type of grading	External examination
Criteria of assessment	In the evaluation of the examination performance, the grade 12 will only be awarded for an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

## FACTS ABOUT THE MODULE

Danish title	Information Architecture in Organisations
Module code	KAINFOAR188
Module type	Course
Duration	1 semester
Semester	Spring 8. semester
ECTS	15
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	<a href="#">Ole Ertløv Hansen</a>

## ORGANISATION

Study Board	Study Board of Communication and Digital Media
Department	Department of Communication and Psychology
Faculty	The Faculty of Humanities

## ELECTIVE COURSE B

2018/2019

### CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

In this module, classes will be offered within a central subject related to the discipline of the elective course.

#### LEARNING OBJECTIVES

##### KNOWLEDGE

By the end of the module, the student will have acquired knowledge and understanding of:

- Theories and methods of particular relevance for the subject area of the elective course
- Scientific issues within the subject area of the elective course

##### SKILLS

By the end of the module, the student will have acquired skills in:

- selecting appropriate scientific methods and tools within the area of the module
- assessing and choosing between appropriate scientific theories, methods and tools and, on this basis, discussing analysis and/or solution models within the subject area of the elective course.

##### COMPETENCES

By the end of the module, the student will have acquired competences in:

- applying theoretical and methodological knowledge which is relevant for understanding and solving the issues of the elective course.

## EXAM

### EXAMS

Name of exam	Elective
Type of exam	Written exam The examination is a three-day take-home assignment in which the student answers the subject-related question(s) posed in the assignment and solves tasks based on the discipline of the module. The written part of the examination must not exceed 8 pages and must be prepared by students individually.  Replacement: The test may be replaced by satisfactory participation in the module activities, including the completion of tasks and exercises set during the course.
ECTS	5
Assessment	Passed/Not Passed
Type of grading	Internal examination
Criteria of assessment	The take-home assignment must demonstrate that the student meets the disciplinary objectives described above. In order for a student to achieve a pass result in the examination, they must demonstrate satisfactory fulfilment of the objectives of the module.

The written assignment will be assessed by the examiner alone. If the examiner awards a fail grade, the assignment will also be assessed by a second internal examiner.

## ADDITIONAL INFORMATION

Specific descriptions of elective are always updated on the website:

<https://www.kdm.aau.dk/studiehaandbog/uddannelsen/kandidat/valgfag/>

## FACTS ABOUT THE MODULE

Danish title	Valgfag B
Module code	KAKDMVME18B
Module type	Course
Duration	1 semester
Semester	Spring 8. semester
ECTS	5
Language of instruction	Danish and English
Location of the lecture	Campus Aalborg, Campus Copenhagen
Responsible for the module	<a href="#">Ole Ertløv Hansen</a>

## ORGANISATION

Study Board	Study Board of Communication and Digital Media
Department	Department of Communication and Psychology
Faculty	The Faculty of Humanities



# INFORMATION ARCHITECTURE IN A PROJECT-ORIENTED COURSE

**2018/2019**

## MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

The module focuses on training the student's competence in user-driven design of content and structure in all kinds of information systems, irrespective of media, with a special focus on combining different cultural codes and media modalities in the practical reality. The main component of the module is a three-to-four-month project-oriented work placement. In a relevant company, organisation or institution, the student solves one or more issues on the basis of information architecture.

The purpose is for students to develop a knowledge and understanding of the concrete work reality that this programme is directed towards.

The module is evaluated through an individual oral test, which takes the three reflection reports as its point of departure.

The purpose is for students to develop a knowledge and understanding of the concrete work reality that this programme is directed towards. The module is evaluated through an individual oral test, which takes the three reflection reports as its point of departure.

## LÆRINGSMÅL

### VIDEN

In this module students will acquire knowledge of:

- theory and methods of Information Architecture in practice with particular emphasis on the interface of theory and methods on the one hand and the cultural, organisational and/or technological complexity of the application area on the other hand
- the actual work situation towards which the programme is directed
- communication and collaboration practices within the field of information architecture
- competence requirements of the discipline in work contexts.

### FÆRDIGHEDER

In this module students will acquire skills in:

- working in practice on the basis of information architecture, including applying strategies and methods for information architecture, knowledge organization, user analysis, system development and system design
- assessing issues and solutions within the field of information architecture in practice, on the basis of theories and methods for information architecture, knowledge organization, user analysis, system development or system design
- communicating knowledge within information architecture to peers and laypeople
- managing themselves in work contexts with a view to identifying issues pertaining to skills and competences.

### KOMPETENCER

In this module students will acquire competences in:

- taking an analytical, reflective and critical approach to the preconditions for information architecture, knowledge organization, user analysis, system development or system design in practice
- taking an analytical, reflective and critical approach to information architecture, knowledge organization, user analysis, system development or system design in practice
- engaging in disciplinary and interdisciplinary collaboration on information architecture, knowledge organization, user analysis, system development or system design in practice, with a professional approach
- identifying own learning needs and structuring own learning in relation to the subject area of information architecture, knowledge organization, user analysis, system development or system design in practice.

**EKSAMEN****PRØVER**

Prøvens navn	Information Architecture in a Project-oriented Course
Prøveform	<p>Mundtlig pba. projekt</p> <p>The examination is a conversation between the student(s) and the examiner based on a project report produced individually or in a group. The project report/written work will be considered the shared responsibility of the group. Students will be examined and assessed on the basis of the entire project report, and one combined grade will be awarded each student for the project report and the oral performance.</p> <p>The project report: total number of pages must be no less than 15 pages and no more than 20 pages per student in a project group, and 30 pages if written individually.</p> <p>Duration of examination: 20 minutes per student and 10 minutes per group for assessment and announcement of result, although no longer than a total of two hours. 30 minutes in total for individual examinations.</p> <p>Literature foundation: Minimum 500 standard pages supervisor approved, self-selected literature related to the project.</p> <p>At oral group examinations, the examination must be conducted in such a way that individual assessment of each individual student's performance is ensured.</p>
ECTS	25
Bedømmelsesform	7-trins-skala
Censur	Intern prøve
Vurderingskriterier	<p>The project report and the conversation must demonstrate that the student fulfils the objectives for the module stated above.</p> <p>In the evaluation of the examination performance, the grade 12 will only be awarded for an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.</p> <p>Any re-examinations will be held on the basis of the revised project report.</p>

**FAKTA OM MODULET**

Engelsk titel	Information Architecture in a Project-oriented Course
Modulkode	KAINFOAR183
Modultype	Projekt
Varighed	1 semester

Semester	Efterår 9. semester
ECTS	25
Undervisningssprog	Engelsk
Undervisningssted	Campus Aalborg
Modulansvarlig	<a href="#">Ole Ertløv Hansen</a>

## ORGANISATION

Studienævn	Studienævnet for Kommunikation og Digitale Medier
Institut	Institut for Kommunikation og Psykologi
Fakultet	Det Humanistiske Fakultet

# RESEARCH METHODOLOGY

2018/2019

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

In the module students will learn to plan large and complex research studies independently and on the basis of Information Architecture. Emphasis will be on the student's independent identification and description of the research object, and on the student's reflections on various methodological approaches for the implementation of the research study, including quantitative and qualitative approaches.

The module comprises virtual courses, seminars and supervision within the following area:

- research design

## LEARNING OBJECTIVES

### KNOWLEDGE

In this module students will acquire knowledge of:

- disciplinary paradigms and scientific methods
- the correlation between theory of science, scientific methods and choice of theory in scientific research studies

### SKILLS

In this module students will acquire skills in:

- structuring subject specific research studies and research projects, including choice of research object, method and theory
- assessing the consequences of various methodological and theoretical approaches to subject specific studies and research projects

### COMPETENCES

In this module students will acquire competences in:

- structuring subject specific studies and research projects in specific contexts in practice
- working independently and engaging in professional collaboration as regards the structuring of subject specific studies and research projects, with a professional approach.

## EXAM

### EXAMS

Name of exam	Research Methodology
Type of exam	<p>Written exam</p> <p>The examination is a take-home assignment in which the student/s will explain the design of a large subject specific study within the disciplinary area of the programme, on the basis of the module, however the actual study will not be carried out. The student/s will choose the topic, and the submission deadline will be set by the Study Board.</p> <p>The written assignment may be prepared in groups of up to three students. If the written assignment is prepared in a group, it must be stated which student is responsible for which part of the work. The written performance will be assessed, that is, each student will be assessed on the basis of the specific paragraphs</p>

	written by that student. The written assignment paper must not exceed eight pages if written individually, ten pages if written in groups of two, and twelve pages if written in groups of three students.
ECTS	5
Assessment	Passed/Not Passed
Type of grading	Internal examination
Criteria of assessment	In the evaluation of the examination performance, the assessment of 'pass' will be awarded to students who demonstrate that they have fulfilled the above objectives to a satisfactory extent.  The assignment paper will be evaluated by the examiner; in case of a fail grade, the assignment paper will also be evaluated by another internal examiner.

## FACTS ABOUT THE MODULE

Danish title	Research Methodology
Module code	KAINFOAR184
Module type	Course
Duration	1 semester
Semester	Autumn 9. semester
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	<a href="#">Ole Ertløv Hansen</a>

## ORGANISATION

Study Board	Study Board of Communication and Digital Media
Department	Department of Communication and Psychology
Faculty	The Faculty of Humanities

# MASTER'S THESIS''

2018/2019

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The Master's thesis module comprises preparation of a Master's thesis on a subject which the student is free to select from within the disciplinary framework of the programme. The thesis may be written as either a theoretically, methodologically or analytically oriented thesis, or it may be oriented towards practical and constructive ICT solutions on the basis of theory and method.

The topic of the Master's thesis must be approved by the Study Board. The topic must be presented to the Study Board in the shape of a synopsis comprising a preliminary problem formulation, argumentation for the relevance of the topic and for the theoretical and methodological points of departure, a preliminary bibliography and time schedule, including a submission deadline.

The module includes a number of thesis seminars. Additionally, students will be offered expert thesis supervision in relation with their problem oriented thesis work.

## LEARNING OBJECTIVES

### KNOWLEDGE

In the Master's thesis module, the student will acquire knowledge of:

- the theories, methods and technologies of the selected thesis topic at the highest international level
- research ethics and understanding of the implications of research work
- the theory of science of the selected thesis topic

### SKILLS

In the Master's thesis module, the student will acquire skills in:

- applying methods, theories and technologies pertaining to a specific issue within the academic area
- creating an independent and systematic overview of relevant existing knowledge within the topic of the thesis
- independently selecting approaches pertaining to the topic of the thesis on the basis of theory of science, theory, methods, analysis, design and/or technology, and substantiating these academic choices and priorities
- applying, further developing and critically reflecting on relevant theories, methods and technologies pertaining to the topic of the thesis

### COMPETENCES

In the Master's thesis module, the student will acquire competences in:

- critical reflection on the disciplinary area pertaining to the chosen topic of the thesis
- independent and systematic search for knowledge, choosing and explaining this choice and planning and undertaking the research of the topic of the thesis
- arguing for choices as regards the applied theories, methods and technologies as well as choices as regards any empirical material and/or design aspects
- structuring and communicating the acquired knowledge in a suitable manner as regards content and language register to an academic audience within the disciplinary field of the programme.

## EXAM

### EXAMS

Name of exam	Master's Thesis
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Type of exam	<p>Master's thesis/final project The examination will be conducted as a conversation between the student(s) and the examiner and external examiner on the basis of a Master's thesis prepared by one or a number of students.</p> <p>The Master's thesis will be considered the shared responsibility of the group. The Master's thesis and the conversation must demonstrate that each student fulfils the objectives for the module stated above as regards knowledge, skills and competences.</p> <p>The Master's thesis, including a one-two page summary in a foreign language (see below), forms the basis of the examination and assessment, and a combined grade will be awarded for the Master's thesis and the oral performance.</p> <p>Literature foundation: Minimum 2000 standard pages supervisor approved, self-selected literature related to the project.</p> <p>Summary: A summary of no less than one page and no more than two pages in Danish, English or other European language must be included.</p> <p>Total number of pages: The extent of The Master's thesis must follow the current rules at The Faculty of Humanities.</p> <p>Normal duration of examination: 45 minutes; if two students, 75 minutes; and if three students, 100 minutes.</p>
ECTS	30
Assessment	7-point grading scale
Type of grading	External examination
Criteria of assessment	<p>The examination must substantiate that each student fulfils the objectives for the module.</p> <p>In the evaluation of the examination performance, the grade 12 will only be awarded for an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.</p>

## FACTS ABOUT THE MODULE

Danish title	Master's Thesis
Module code	KAINFOAR185
Module type	Project
Duration	1 semester
Semester	Spring 10. semester
ECTS	30
Language of instruction	English
Location of the lecture	Campus Aalborg

Responsible for the module	<a href="#">Ole Ertløy Hansen</a>
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## ORGANISATION

Study Board	Study Board of Communication and Digital Media
Department	Department of Communication and Psychology
Faculty	The Faculty of Humanities



# LOGIC AND TIME

**2018/2019**

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module will introduce the students to ideas and problems related to the logical and temporal aspect of persuasive systems. During the course of the module, the students will engage in lectures and discussions on argumentation and temporal logic and in lectures on the basic logical and temporal aspects of persuasive systems.

### LEARNING OBJECTIVES

#### KNOWLEDGE

In the module the students will acquire knowledge of

- Theories of argumentation and formal logic, including temporal logic
- Aspects of time in persuasive systems, including ideas of branching time

#### SKILLS

In the module the students will acquire skills in

- detecting logical and temporal aspects of persuasive systems
- observing and analysing problems in relation to aspects of logic and time in persuasive systems

#### COMPETENCES

In the module the students will acquire competences in:

- taking an analytical, reflective and critical approach to the use of logic and ideas of time in persuasive systems;
- engaging in an interdisciplinary collaboration on basic problems related to logic and time in a specific context;
- identifying own learning needs and structuring own learning in relation to the use of basic notions of logic and time

## EXAM

### EXAMS

Name of exam	Logic and Time
Type of exam	Written exam The test should be carried out within 3 days. The student should produce a report on a given problem related to logic and time in persuasive systems. The report may not exceed 10 pages.
ECTS	10
Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	In the evaluation of the examination performance, the grade 12 will only be awarded for an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

## FACTS ABOUT THE MODULE

Danish title	Logic and Time
Module code	KAINFOAR189
Module type	Course
Duration	1 semester
Semester	Autumn 7. semester
ECTS	10
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	<a href="#">Ole Ertløv Hansen</a>

## ORGANISATION

Study Board	Study Board of Communication and Digital Media
Department	Department of Communication and Psychology
Faculty	The Faculty of Humanities

# ETHICAL ARGUMENTATION

**2018/2019**

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module will introduce the students to advanced ideas and problems related to ethical aspects of persuasive systems. This also includes problems related to the choices the users of systems are facing when interacting with the system. During the course of the module, the students will engage in lectures and discussions on argumentation, formal logic and ethics based on earlier studies in "Logic and Time" and in lectures on ethical aspects of persuasive systems.

### LEARNING OBJECTIVES

#### KNOWLEDGE

In the module the students will acquire knowledge of

- theories of argumentation and formal logic as a continuation of the lectures presented in "Logic and Time"
- aspects of ethics in the context of persuasive systems as a continuation of the lectures presented in Logic and Time
- theories of ethical argumentation

#### SKILLS

In the module the students will acquire skills in:

- detecting and analysing ethical aspects of persuasive systems
- observing and analysing problems using ethical argumentation in the context of persuasive systems

#### COMPETENCES

In the module the students will acquire competences:

- taking an analytical, reflective and critical approach to the use of ethical argumentation and analysis in the context of persuasive systems
- engaging in an interdisciplinary collaboration on basic problems related to logic and time in a specific context
- identifying own learning needs and structuring own learning in relation to the use of notions of ethical argumentation

## EXAM

### EXAMS

Name of exam	Ethical Argumentation
Type of exam	Written exam The test should be carried out within 3 days. The student should produce a report on a given problem related to logic and time in persuasive systems. The report may not exceed 10 pages.
ECTS	5
Assessment	7-point grading scale
Type of grading	Internal examination

Criteria of assessment	In the evaluation of the examination performance, the grade 12 will only be awarded to students who give an excellent performance and demonstrate that they have fulfilled the above objectives exhaustively or with only a few insignificant omissions.
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## FACTS ABOUT THE MODULE

Danish title	Ethical Argumentation
Module code	KAINFOAR1810
Module type	Course
Duration	1 semester
Semester	Spring 8. semester
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	<a href="#">Ole Ertløy Hansen</a>

## ORGANISATION

Study Board	Study Board of Communication and Digital Media
Department	Department of Communication and Psychology
Faculty	The Faculty of Humanities

# PERSUASIVE DESIGN, ARTIFICIAL INTELLIGENCE AND ETHICS

**2018/2019**

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module will introduce the students to ideas on artificial intelligence, robots, embodiment and cyborgs as seen in an ICT ethical perspective. During the course module, the students will engage in lectures and discussions on artificial intelligence, robotics, and cyborgs conceived in the context of persuasive design, learning and human-computer interaction.

### LEARNING OBJECTIVES

#### KNOWLEDGE

In the module the students will acquire knowledge of:

- artificial intelligence: scientific and philosophical perspectives
- robots and cyborgs
- persuasive design and artificial intelligence
- artificial intelligence, robots, embodiment and cyborgs as seen in an ICT ethical perspective

#### SKILLS

In the module the students will acquire skills in:

- observing, analysing and interpreting the use of artificial intelligence,
- evaluating the role of embodiment, robots and cyborgs in persuasive design
- analysing the conceptual and ethical aspects of the use of artificial intelligence, robots and cyborgs

#### COMPETENCES

In the module the students will acquire competences in:

- taking an analytical, reflective and critical approach to the use of artificial intelligence, robots and cyborgs
- engaging in an interdisciplinary collaboration on persuasive design involving artificial intelligence, robots and cyborgs
- identifying own learning needs and structuring own learning in relation to the use of artificial intelligence, robots and cyborgs.

## EXAM

### EXAMS

Name of exam	Persuasive design, Artificial intelligence and Ethics
Type of exam	Oral exam based on a project The test takes its point of departure in a project report that may not exceed 15 pages per student in the group, and may not exceed 20 pages for individual projects.  Literature foundation: Minimum 1000 standard pages supervisor approved, self-selected literature related to the project.
ECTS	15

Assessment	7-point grading scale
Type of grading	External examination
Criteria of assessment	In the evaluation of the examination performance, the grade 12 will only be awarded for an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

## FACTS ABOUT THE MODULE

Danish title	Persuasive design, Artificial intelligence and Ethics
Module code	KAINFOAR1811
Module type	Project
Duration	1 semester
Semester	Spring 8. semester
ECTS	15
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	<a href="#">Ole Ertløv Hansen</a>

## ORGANISATION

Study Board	Study Board of Communication and Digital Media
Department	Department of Communication and Psychology
Faculty	The Faculty of Humanities