REGULATIONS AND CURRICULUM FOR THE MASTER'S PROGRAMME IN INFORMATION TECHNOLOGY (INFORMATION STUDIES), CPH, 2018

CAND.IT.
KØBENHAVN

MODULER SOM INDGÅR I STUDIEORDNINGEN

INDHOLDSFORTEGNELSE

PROFESSIONAL INQUIRY

2019/2020

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module comprises the development and phrasing of empirical inquiry for the purpose of enabling students to formulate research questions and scientific problems within the field of informatics. This will form the basis of the problem based project work and inquiries to be carried out during the course of the informatics study programme.

LEARNING OBJECTIVES

KNOWLEDGE

In this module students will acquire knowledge of:

- the connections and differences between empirical inquiry and research questions based on informatics

- the connection between research questions and the theory of science in the organisation of scientific research

- theory of science within the field of informatics

SKILLS

In this module students will acquire skills in:

- describing empirical inquiry

- translating empirical inquiry into a scientific research question within the field of informatics

- combining a scientific research question with the theoretical basis of its investigation.

COMPETENCES

In this module students will acquire competences in:

- preparing scientific research based on personal enquiry

- taking a reflective approach to the basis of scientific inquiry

- engaging in disciplinary collaboration on scientific problem formulation

EXAM

EXAMS

Name of exam	Professional Inquiry
Type of exam	Written exam

	The assignment paper must demonstrate that the student fulfils the objectives for the module stated above. Alternatively, the examination may be completed by satisfactory and active participation in the module, i.e. a minimum of 80% attendance and completion of set tasks. 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 not exceed eight pages, and it must be prepared individually.
ECTS	5
Assessment	Passed/Not Passed
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

FACTS ABOUT THE MODULE

Danish title	Professionel henvendelse
Module code	KAINFOS181
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Ole Ertløv Hansen

ORGANISATION

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

USER PRACTICE, USER ANALYSIS AND PILOT STUDIES

2019/2020

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

Through the module, students will acquire knowledge, skills and competences in relation to the areas of user analysis and pilot studies with particular emphasis on user analysis and pilot studies in relation to the development of ICT for supporting work, knowledge and learning processes.

The module will introduce students to user analysis, user-system interaction and pilot studies within the fields of ICT innovation, design and development, which are areas of core competence within the field of informatics. This includes acquisition and application of knowledge on digital practice, organisational culture, digital culture and cognitive, conative and emotive aspects of the undertaking of user analyses and pilot studies with a view to qualifying operational processes and organisational change.

The module comprises teaching within the following areas:

- user practice, user analysis and pilot studies – theory of science and theory

- data collection and analysis methods

- user practice, user analysis and pilot studies in specific domains

Academic supervision will be offered in connection with the problem oriented project work.

LEARNING OBJECTIVES

KNOWLEDGE

In this module students will acquire knowledge of:

- theory and methods as regards the understanding of human practice and more specifically user practice in relation to technology use at the highest international level

- digital culture and practice, cultural and social phenomena related to ICT use

- cognitive, conative and emotive aspects of ICT use

- the structuring of user analyses and pilot studies directed towards various domains and processes within work life, learning and knowledge sharing.

SKILLS

In this module students will acquire skills in:

- assessing strategies and methods for user analyses and pilot studies on the basis of the needs of the study and knowledge of the disciplinary theories and methods.

- choosing suitable strategies and methods for user analyses and pilot studies directed towards various domains

- data collection and analysis as regards user analysis and pilot studies

- communicating user analyses and pilot studies to peers and others.

COMPETENCES

In this module students will acquire competences in:

- taking an analytical, reflective and critical approach to the preconditions for user analyses and pilot studies

- taking an analytical, reflective and critical approach to user analyses and pilot studies

- engaging in disciplinary and interdisciplinary collaboration on user analyses and pilot studies, with a professional approach

- identifying own learning needs and structuring own learning in relation to the subject area of user analysis for pilot studies.

EXAM

EXAMS

Name of exam	User Practice, User Analysis and Pilot Studies
Type of exam	Oral exam based on a project The examination is a conversation between the student(s) and the examiner and external 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. Literature foundation: Minimum 1000 standard pages supervisor approved, self-selected literature related to the project. The project report: the 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. 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.
ECTS	15
Assessment	7-point grading scale
Type of grading	External examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

FACTS ABOUT THE MODULE

Danish title	User Practice, User Analysis and Pilot Studies
Module code	KAINFOS182

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	Ole Ertløv Hansen

ORGANISATION

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

ICT BASED DATA COLLECTION AND ANALYSIS 2019/2020

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module will introduce students to ICT based data collection and analysis offering a number of opportunities to obtain vast amounts of data on the use of for example Web based ICT solutions with relative ease. These opportunities call for fundamental consideration of options and problems, including ethical concerns on the significance of the potentially extensive mappings of individual user behaviour. During the course of the module, students will engage in ICT based data collection and analysis for the support of ICT user analyses and pilot projects.

The module comprises courses and exercises within the following areas:

- theory and method within ICT based data collection and analysis

- tools for ICT based data collection and analysis

Literature foundation: Minimum 1000 standard pages supervisor approved, self-selected literature related to the project.

LEARNING OBJECTIVES

KNOWLEDGE

In this module students will acquire knowledge of:

- theories and methods at the highest international level as regards qualitative and quantitative oriented data collection and analysis in relation to user analyses and pilot studies

- ICT systems for data collection and analysis in relation to user analyses and pilot studies

- principles, including ethical principles, for managing ICT systems for data collection and analysis in relation to user analyses and pilot studies.

SKILLS

In this module students will acquire skills in:

- assessing and selecting a method for qualitative and quantitative oriented data collection and analysis in relation to user analyses and pilot studies

- selecting, configuring and adapting ICT systems for qualitative and quantitative oriented data collection and analysis in relation to user analyses and pilot studies

- communicating methods for ICT based data collection and analysis to peers and laymen

- communicating results on ICT based data collection and analysis to peers and laymen.

COMPETENCES

In this module students will acquire competences in:

- taking an analytical, reflective and critical approach to qualitative and quantitative oriented data collection and analysis in relation to user analyses and pilot studies

- engaging in interdisciplinary collaboration on ICT based data collection and analysis in relation to user analyses and pilot studies

- identifying own learning needs and structuring own learning in relation to the subject area of ICT based data collection and analysis in relation to user analyses and pilot studies.

EXAM

EXAMS

Name of exam	ICT Based Data Collection and Analysis
Type of exam	Written exam The examination is a three-day take-home assignment on a set topic. 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 not exceed eight pages, and it must be prepared individually.
ECTS	5
Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

FACTS ABOUT THE MODULE

Danish title	ICT Based Data Collection and Analysis
Module code	KAINFOS183
Module type	Course
Duration	1 semester
Semester	Autumn 7. semester
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Ole Ertløv Hansen

ORGANISATION

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

DEVELOPMENT AND DESIGN OF ICT

2019/2020

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module will introduce students to design of ICT directed towards organisational practice or another professional practice as an additional core activity in the practice field of informatics.

The module comprises teaching within the following areas:

- system design with particular emphasis on information architecture and interaction design

- user-driven system development and system development methods in theory and practice

- formal models for preparing and communicating design solutions (for example blueprints, UML

  etc.)

- information theory and understanding of information with a view to reflecting on the scientific theoretical basis of design work

Academic supervision will be offered in connection with the problem oriented project work.

LEARNING OBJECTIVES

KNOWLEDGE

In this module students will acquire knowledge of:

- the theory of science, theory and methods of system development

- user-driven techniques and tools

- organisational change and organisational culture in relation to system development and system design pertaining to ICT

- information architecture and usability

- formalisation and categorisation as regards formal models for the preparation, visualisation and communication of design solutions.

SKILLS

In this module students will acquire skills in:

- assessing strategies and methods for system development and system design on the basis of user needs and/or costumer 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 this module 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	Development and Design of ICT
Type of exam	Oral exam based on a project The examination is a conversation between the student(s) and the examiner and external 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. Literature foundation: Minimum 1250 standard pages supervisor approved, self-selected literature related to the project. 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. 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. At oral group examinations, the examination must be conducted in such a way that individual assessment of each individual student's performance is ensured. Any re-examinations will be held on the basis of a revised project report.
ECTS	20

Permitted aids	All written and all electronic aids
Assessment	7-point grading scale
Type of grading	External examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

FACTS ABOUT THE MODULE

Danish title	Development and Design of ICT
Module code	KAINFOS185
Module type	Project
Duration	1 semester
Semester	Spring 8. semester
ECTS	20
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Ole Ertløv Hansen

ORGANISATION

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

ICT FOR LEARNING, KNOWLEDGE AND CONTENT MANAGEMENT

2019/2020

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module will introduce students to the management and adaptation of systems for learning, knowledge and content management in order to enable students to act independently when needing to adapt systems, implement prototypes and implement more complete solutions on the basis of the adaptation and combination of components.

The module comprises courses and exercises within the following areas:

- systems for learning, knowledge and content management

- use and adaptation of systems for learning, knowledge and content management.

LEARNING OBJECTIVES

KNOWLEDGE

In this module students will acquire knowledge of:

- theory and methods at the highest international level as regards ICT systems for learning, knowledge and content management

- ICT systems for learning, knowledge and content management

SKILLS

In this module students will acquire skills in:

- assessing, selecting and applying methods for learning, knowledge and content management

- selecting, configuring and adapting ICT systems for learning, knowledge and content management

- communicating methods and solutions for ICT for learning, knowledge and content management to peers and others.

COMPETENCES

In this module students will acquire competences in:

- taking an analytical, reflective and critical approach to selecting, adapting and applying ICT systems for learning, knowledge and content management
- engaging in interdisciplinary collaboration on selecting, adapting and applying ICT systems for learning, knowledge and content management
- identifying own learning needs and structuring own learning in relation to selecting, adapting and applying ICT systems for learning, knowledge and content management.

EXAM

EXAMS

Name of exam	ICT for Learning, Knowledge and Content Management
Type of exam	Written exam The examination is a three-day take-home assignment on a set topic. 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 not exceed eight pages, and it must be prepared individually.
ECTS	5
Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

FACTS ABOUT THE MODULE

Danish title	ICT for Learning, Knowledge and Content Management
Module code	KAINFOS186
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	Ole Ertløv Hansen

ORGANISATION

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

RESEARCH METHODOLOGY

2019/2020

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 studies. 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	Written exam 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. The written assignment may be prepared in groups of up to three students. 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	The criteria of assessment are stated in the Examination Policies and Procedures

FACTS ABOUT THE MODULE

Danish title	Research Methodology
Module code	KAINFOS188
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	Ole Ertløv Hansen

ORGANISATION

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

INFORMATION STUDIES IN PRACTICE

2019/2020

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The theme of the module is the practical reality of information studies. The main component of the module is a three-to-four-month practice oriented work placement, where students collaborate on solving an issue on the basis of Information Studies in a relevant company, organisation or institution. The idea is for students to develop a knowledge and understanding of the concrete work reality that this programme is directed towards. The work practice will be elucidated in a written report on the basis of the theory and methods of the entire study programme.

As part of the practice oriented work placement, students are expected to carry out an interview with their company, organisation or institution. The interview must elucidate the company, organisation or institution's need for the student's knowledge, skills and competences. The interview will be included in the report as an appendix and also as part of the report in the shape of a brief, edited summary.

In exceptional circumstances, the Study Board may approve that the practice oriented project is not undertaken at a company or organisation, but at the University in the shape of a constructed case directed towards implementing knowledge within Information Studies in practice.

The module also comprises:

- a halfway evaluation and an evaluation when the practice oriented work placement has been completed

- a virtual learning course during the practice oriented semester comprising presentation techniques, negotiation techniques, business communication etc.

Academic supervision will be offered and the teaching will be organised as a practice oriented work placement.

LEARNING OBJECTIVES

KNOWLEDGE

In this module students will acquire knowledge of:

- theory and methods of Information Studies 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 informatics

- competence requirements of the discipline in work contexts.

SKILLS

In this module students will acquire skills in:

- working in practice on the basis of informatics, including applying strategies and methods for user analysis, pilot studies, system development and system design

- assessing issues and solutions within the field of informatics in practice, on the basis of theories and methods for user analysis, pilot studies, system development or system design

- communicating knowledge within informatics to peers and laypeople

- managing themselves in work contexts with a view to identifying issues pertaining to skills and

  competences.

COMPETENCES

In this module students will acquire competences in:

- taking an analytical, reflective and critical approach to the preconditions for user analysis, pilot studies, system development or system design in practice

- taking an analytical, reflective and critical approach to user analysis, pilot studies, system development or system design in practice

- engaging in disciplinary and interdisciplinary collaboration on user analysis, pilot studies, 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 user analysis, pilot studies, system development or system design in practice.

EXAM

EXAMS

Name of exam	Information Studies in Practice
Type of exam	Oral exam based on a project 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. Literature foundation:Minimum 500 standard pages supervisor approved, self-selected literature related to the project. 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. 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. Any re-examinations will be held on the basis of a revised project report.
ECTS	25
Assessment	7-point grading scale
Type of grading	Internal examination

Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

FACTS ABOUT THE MODULE

Danish title	Information Studies in Practice
Module code	KAINFOS189
Module type	Project
Duration	1 semester
Semester	Autumn 9. semester Internship
ECTS	25
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Ole Ertløv Hansen

ORGANISATION

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

DIGITAL COLLABORATION

2019/2020

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The course offers an overview of digital sociality and governance, presenting issue such as Smart Cities and Big Data in a larger societal context. During the course, students are provided with an understanding of how digital collaboration may be instigated and to what purpose. Drawing on collaboration with external partners, students will learn about the opportunities and challenges with data-driven, collaborative projects in various social and organizational contexts.

LEARNING OBJECTIVES

KNOWLEDGE

In this module students will acquire knowledge of:

- The current landscape of digital collaboration in and between various public and private organizations.
- Theoretical approaches to digital, data-driven knowledge collaboration
- The values and opportunities of data-driven collaboration projects as well as their challenges for various stakeholders

SKILLS

In this module students will acquire skills in:

- Identifying areas where data-driven collaboration projects can add to existing value propositions
- Crafting digital collaborative set-ups
- Critically discuss and reflect on digital collaborations and their outcomes for various types of stakeholders

COMPETENCES

In this module students will acquire competencies in:

- Designing and discussing collaborative strategies in the context of relevant data project topics
- Professionally engaging in, assessing and reflecting on data-driven knowledge collaborations
- Independently continuing one's individual competency development within digital collaborations

EXAM

EXAMS

Name of exam	Digital Collaboration
Type of exam	Written exam The examination is a portfolio submitted in steps during the term, comprising contributions from the students set by the examiner on the basis of the course module. The examination portfolio will be prepared individually by the student and must not exceed 10 pages. The examination portfolio will be evaluated by an internal examiner. A second internal examiner will be included in case of an assignment is given a failed assessment.
ECTS	5
Assessment	7-point grading scale
Type of grading	Internal examination

Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

FACTS ABOUT THE MODULE

Danish title	Digital Collaboration
Module code	KAINFOS1810
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	Ole Ertløv Hansen

ORGANISATION

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

DATA PREPARATION AND UNDERSTANDING

2019/2020

MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

The course provides students with an understanding of relevant data formats and methods for harvesting large-scale data about user behaviour, interaction, and/or opinions. More specifically, the course is focused on digital, online traces of user behaviour and how to identify, collect, prepare, and make sense of such data. Students are prompted to reflect on the scope and feasibility of different research designs, including their data requirements and the implications for data processing and ethics.

LÆRINGSMÅL

VIDEN

In this module students will acquire knowledge of:

- Data formats
- Methods for collecting and processing data
- Legal and ethical principles related to (online) data harvesting and usage.

FÆRDIGHEDER

In this module students will acquire skills in:

- Asking data-driven questions about research problems
- Identifying, comparing, and selecting relevant techniques for collecting data about user behavior, interaction, and/or opinions
- Constructing relevant data sets
- Explaining the data set's construction, limitations and potential use cases.

KOMPETENCER

In this module students will acquire competences in:

- Relating theories and methods to real-world cases
- Evaluating the practical and ethical dimensions of a data-driven project in relation to specific research designs
- Taking an analytical, reflective and critical approach to the identification, harvesting, preparation, and understanding of relevant research data.

EKSAMEN

PRØVER

Prøvens navn	Data Preparation and Understanding
Prøveform	Skriftlig Duration of examination: 4 hours. The exam is evaluated by an internal examiner. A second internal examiner will be included in case of an assignment is given a failed assessment.

	The course is evaluated in an online test and graded as pass/fail. Duration of examination: 4 hours. The exam is evaluated
ECTS	5
Bedømmelsesform	Bestået/ikke bestået
Censur	Intern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

FAKTA OM MODULET

Engelsk titel	Data Preparation and Understanding
Modulkode	KAINFOS1811
Modultype	Kursus
Varighed	1 semester
Semester	Efterår 9. semester
ECTS	5
Undervisningssprog	Engelsk
Undervisningssted	Campus Aalborg
Modulansvarlig	Ole Ertløv Hansen

ORGANISATION

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

DATA ANALYTICS AND VISUALIZATION

2019/2020

MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

The course provides an understanding of different analytical strategies and their implications for data modelling, including descriptive and predictive approaches. It also provides hands-on experience with different data visualization techniques and their analytical contributions.

LÆRINGSMÅL

VIDEN

In this module students will acquire knowledge of:

- Descriptive analytics, such as social network analysis and dimensionality reduction
- Predictive analytics, such as regression and machine learning
- Techniques for data visualization.

FÆRDIGHEDER

In this module students will acquire skills in:

- Conducting data-driven analysis
- Conducting participatory data design with users
- Identifying, comparing, and selecting relevant techniques for describing and analyzing data about user behavior, interaction, and/or opinions
- Selecting the optimal data visualization techniques for describing and analyzing digital trace data.

KOMPETENCER

In this module students will acquire competences in:

- Applying analytical tools to real-world cases
- Taking an analytical, reflective and critical approach to the analysis, visualization, and interpretation of collected research data.

EKSAMEN

PRØVER

Prøvens navn	Data Analytics and Visualization
Prøveform	Mundtlig Internal individual oral exam in "Data Analytics & Visualization". Students must submit a blog post with relevant data visualization and narration. Textual narration should be adapted to the format of a blog post and may not exceed 1000 words regardless of group size. Students may submit the blog post individually or in groups of max. 3 students. Duration of examination: 15 minutes per student and 5 minutes for assessment and announcement of result. 20 minutes in total for individual examinations.

ECTS	5
Bedømm elsesform	7-trins-skala
Censur	Intern prøve
Vurdering skriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

FAKTA OM MODULET

Engelsk titel	Data Analytics and Visualization
Modulkode	KAINFOS1812
Modultype	Kursus
Varighed	1 semester
Semester	Efterår 9. semester
ECTS	5
Undervisningssprog	Engelsk
Undervisningssted	Campus Aalborg
Modulansvarlig	Ole Ertløv Hansen

ORGANISATION

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

SOCIAL ANALYTICS IN CONTEXT

2019/2020

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module social analytics in context comprises preparation of a project concerning digital collaboration and contains data preparation and data analytics. The project must be carried out in collaboration with an organization or community.

LEARNING OBJECTIVES

KNOWLEDGE

In this module students will acquire knowledge of:

- Dataset construction and data harvest, including its technical, ethical and legal implications
- Data relevant problems in organizations, including their relation to organizational culture and the wider ecology of methods available in the organization
- Data driven research designs and their implications for data needs and analysis.

SKILLS

In this module students will acquire skills in:

- Formulating data-driven questions that make sense in context, taking available data, existing knowledge practices and the strategic situation of the organization into account.
- Carrying out relevant data analysis
- Producing relevant data visualizations
- Narrating methods and findings in ways that make sense to the organization

COMPETENCES

In this module students will acquire competences in:

- The management of a data project, including its different stages, components and participants
- The translation of data projects into real world cases and contexts.

EXAM

EXAMS

Name of exam	Social Analytics in Context
Type of exam	Oral exam based on a project 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. Literature foundation: Minimum 500 standard pages supervisor approved, self-selected literature related to the project. The project report: the total number of pages must be no less than 10 pages and no more than 15 pages per student in a project group, and 20 pages if written individually.

	Duration of examination: 15 minutes per student and 5 minutes per group for assessment and announcement of result. 20 minutes in total for individual examinations. At oral group examinations, the examination must be conducted in such a way that individual assessment of each individual student's performance is ensured.
ECTS	10
Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

FACTS ABOUT THE MODULE

Danish title	Social Analytics in Context
Module code	KAINFOS1813
Module type	Project
Duration	1 semester
Semester	Autumn 9. semester
ECTS	10
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Ole Ertløv Hansen

ORGANISATION

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

MASTER'S THESIS

2019/2020

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 subject area 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

Type of exam	Oral exam based on a 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. 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. 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. Summary: A summary of no less than one page and no more than two pages in Danish or English must be included. Literature foundation: Minimum 2000 standard pages supervisor approved, self-selected literature related to the Master Thesis. Total number of pages: The extent of The Master's thesis must follow the current rules at The Faculty of Humanities. Normal duration of examination: 45 minutes; if two students, 75 minutes; and if three students, 100 minutes.
ECTS	30
Assessment	7-point grading scale
Type of grading	External examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

FACTS ABOUT THE MODULE

Danish title	Master's Thesis
Module code	KAINFOS1814
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	Ole Ertløv Hansen

ORGANISATION

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

VISUELLE FORTÆLLINGER, FRA BIOGRAFFILM TIL STREAMINGTJENESTER

2019/2020

MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

Visuelle fortællinger indtager en central position i moderne medie- og forbrugskultur. Visuelle fortællinger er under konstant udvikling og har traditionelt været på forkant med den medieteknologiske udvikling. Fra udviklingen af lydfilm, farvefilm, widescreen, 3D, CGI og frem til digitale platforme er ny IKT blevet inkorporeret i visuelle fortællingers udtryk og forbrugs-/oplevelseskultur. Det samme gør sig gældende i dag, hvor visuelle fortællinger migrerer til nye interaktive, computerbaserede og mobile platforme og distribueres via digitale streaming og on-demand tjenester. Kurset undersøger udviklingen fra stumfilm til digitalfilm, fra biografilm til streamningtjenester og fra analog til digital tilskuerkultur.

Kurset består af 3 komponenter:

- En introduktion til grundlaget for visuelle fortællinger ud fra et kulturhistorisk og medieteknologisk perspektiv med henblik på at indkredse den visuelle fortællings aktuelle udbredelse og funktion i kunst og populærkulturen. Her tilbydes redskaber til at analysere og vurdere visuelle fortællinger på tværs af genre og medieplatforme ud fra både indholdsbestemte, genrerelaterede og kontekstafhængige perspektiver.
- En medieteknologisk udforskning af hvordan IKT er med til at definere det visuelle, auditive og dramaturgiske formsprog med eksempler fra videokunst, DIY, crowdfunding og andre digitale fænomener.
- En informationsteknologisk udforskning af digital tilskuerkultur som ser på hvordan filmsøgninger, anbefalinger og filmbehov postes og formidles på sociale medier og digitale platforme, samt hvorvidt box offices succes kan måles på graden af (inter)aktivitet på sociale medier.

Kurset blander perspektiver fra medievidenskab, informationsstudier og medieproduktion og henvender sig til studerende på tværs af humanistiske og kommunikationsorienterede uddannelser. Modulet består af 7 forelæsninger + 3 øvelsestimer.

LÆRINGSMÅL

VIDEN

Den studerende skal gennem modulet opnå viden om og forståelse af

- Teorier og metoder af særlig relevans for Visuelle fortællinger, fra biograffilm til streamingtjenesters emneområde
- Videnskabelige problemstillinger inden for Visuelle fortællinger, fra biograffilm til streamingtjenesters emneområde

FÆRDIGHEDER

Den studerende skal gennem modulet opnå færdigheder i

- at udvælge relevante videnskabelige metoder og redskaber inden for Visuelle fortællinger, fra biograffilm til streamingtjenesters område
- at kunne vurdere og vælge mellem relevante videnskabelige teorier, metoder, redskaber og på baggrund heraf at diskutere analyse- og/eller løsningsmodeller inden for Visuelle fortællinger, fra biograffilm til streamingtjenesters emneområde.

KOMPETENCER

Den studerende skal gennem modulet opnå kompetencer til

- at kunne anvende relevant teoretisk og metodisk viden til forståelse og løsning af Visuelle fortællinger, fra biograffilm til streamingtjenesters problemstillinger.

Regulations and curriculum for the master's programme in Information Technology (Information Studies), CPH, 2018

EKSAMEN

PRØVER

Prøvens navn	Visuelle fortællinger, fra biograffilm til streamingtjenester
Prøveform	Aktiv deltagelse/løbende evaluering Prøven kan bestås ved tilfredsstillende aktiv deltagelse i undervisningen, herunder fremmøde, indløsning af opgaver og deltagelse i øvelser. Reeksamen: Prøven har form af en bunden 3-dages hjemmeopgave, hvor den studerende på baggrund af modulet besvarer det eller de udleverede spørgsmål og opgaver inden for modulets fagområde. Den skriftlige del af opgavebesvarelsen må højst være på 8 sider og udarbejdes individuelt. Opgaven bedømmes alene af eksaminator. Ved opgaver eksaminator bedømmer til ikke bestået bedømmes opgaven tillige af intern censor.
ECTS	5
Bedømmelsesform	Bestået/ikke bestået
Censur	Intern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

YDERLIGERE INFORMATIONER

Valgfagsbeskrivelser opdateres løbende på studiets hjemmeside:
https://www.kdm.aau.dk/studiehaandbog/uddannelsen/kandidat/valgfag/

FAKTA OM MODULET

Engelsk titel	Visual narratives: From cinema to streaming services
Modulkode	KAKDMVM185
Modultype	Kursus
Varighed	1 semester
Semester	KA valgfag
ECTS	5
Undervisningssprog	Engelsk
Undervisningssted	Campus København
Modulansvarlig	Mikkel Fugl Eskjær

ORGANISATION

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

KORTLÆGNING AF POLITISK RÅDGIVNING

2019/2020

MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

Fagets formål er at give de studerende indsigt i teoretiske og metodiske tilgange til at forstå sociale, politiske, økonomiske og kulturelle faktorer, der er til stede i politisk rådgivning, når forskellige samfundsaktører bygger bro mellem kendsgerninger og evidens på den ene side og værdisæt, ideologi, menneskesyn og normer på den anden side.

Faget vil introducere de studerende for forskellige teoretiske perspektiver indenfor videnskabskommunikation, videnssociologi og videnskabsstudier (STS) til at forstå og analysere politisk rådgivning. Faget vil inddrage litteratur om videnskabelig rådgivning og evidensbaserede beslutningsprocesser, eliter og magtstrukturer i politisk rådgivning, stakeholder- og interesserepræsentation, samt spørgsmål om politisk legitimitet. Metodisk vil faget præsentere de studerende for forskellige konkrete analyseredskaber, herunder kvantitativ indholdsanalyse, diskursanalyse og social netværksanalyse.

Faget tager udgangspunkt i et omfattende empirisk datamateriale om politiske kommissioner og ad hoc udvalg, som har været nedsat af danske regeringer fra 2005-2015. Det empiriske materiale bliver indsamlet i forbindelse med et igangværende PhD projekt forankret på Humanomics Research Center, AAU Kbh. De studerende får her mulighed for at arbejde med datamaterialet, afprøve og kritisk reflektere over forskellige teoretiske og metodiske analysestrategier. Dette sker konkret igennem aktiv deltagelse ved aflevering af løbende responspapirer og/eller deltagelse ved studenter-oplæg.

I tilknytning til modulet afholdes undervisning inden for følgende områder:

- Videnskab- og forskningskommunikation
- Videnssociologi og videnskabsstudier (STS)
- Politologiske styringsteorier (Governance)
- Elite og magtstudier

LÆRINGSMÅL

VIDEN

Den studerende skal gennem modulet opnå viden om og forståelse af

- Teorier og metoder af særlig relevans for Kortlægning af politisk rådgivnings emneområde
- Videnskabelige problemstillinger inden for Kortlægning af politisk rådgivnings emneområde

FÆRDIGHEDER

Den studerende skal gennem modulet opnå færdigheder i

- at udvælge relevante videnskabelige metoder og redskaber inden for Kortlægning af politisk rådgivnings område
- at kunne vurdere og vælge mellem relevante videnskabelige teorier, metoder, redskaber og på baggrund heraf at diskutere analyse- og/eller løsningsmodeller inden for Kortlægning af politisk rådgivnings emneområde.

KOMPETENCER

Den studerende skal gennem modulet opnå kompetencer til

- at kunne anvende relevant teoretisk og metodisk viden til forståelse og løsning af Kortlægning af politisk rådgivnings problemstillinger.

EKSAMEN

PRØVER

Prøvens navn	Kortlægning af politisk rådgivning
Prøveform	Aktiv deltagelse/løbende evaluering Prøven kan bestås ved tilfredsstillende aktiv deltagelse i undervisningen, herunder fremmøde, indløsning af opgaver og deltagelse i øvelser. Reeksamen: Prøven har form af en bunden 3-dages hjemmeopgave, hvor den studerende på baggrund af modulet besvarer det eller de udleverede spørgsmål og opgaver inden for modulets fagområde. Den skriftlige del af opgavebesvarelsen må højst være på 8 sider og udarbejdes individuelt. Opgaven bedømmes alene af eksaminator. Ved opgaver eksaminator bedømmer til ikke bestået bedømmes opgaven tillige af intern censor.
ECTS	5
Bedømmelsesform	Bestået/ikke bestået
Censur	Intern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

YDERLIGERE INFORMATIONER

Valgfagsbeskrivelser opdateres løbende på studiets hjemmeside:
https://www.kdm.aau.dk/studiehaandbog/uddannelsen/kandidat/valgfag/

FAKTA OM MODULET

Engelsk titel	Mapping the political advice
Modulkode	KAKDMVM188
Modultype	Kursus
Varighed	1 semester
Semester	KA valgfag
ECTS	5
Undervisningssprog	Dansk
Undervisningssted	Campus København
Modulansvarlig	Jonas Følsgaard Grønvad, David Budtz Pedersen

ORGANISATION

Studienævn	Studienævn for Kommunikation og Digitale Medier
Institut	Institut for Kommunikation og Psykologi

Fakultet	Det Humanistiske Fakultet

KOLLEKTIV VIDEN

2019/2020

MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

Dette kursus er fokuseret på begrebet kollektiv intelligens: at kombinere adfærd, præferencer eller ideer fra en gruppe mennesker til at skabe nye indsigter. De studerende lærer at fortolke og organisere de enorme mængder af brugergenereret indhold på nettet for at producere nye indsigter om brugeroplevelse, marketing, personlig smag og menneskelig adfærd generelt. Vi vil fokusere specielt på en række forskellige sofistikerede teknikker og algoritmer til at udnytte sådan kollektiv intelligens automatisk.
Vi vil fokusere specielt på en række forskellige sofistikerede teknikker og algoritmer for automatisk at kunne indhente kollektiv intelligens.

Eksempler på emner:

- Visdom af folkemængderne (Hvorfor og hvornår er mængden smartere end individer?)
- Social netværksanalyse (Hvilke indsigter kan man få ved at analysere sociale netværk?)
- Online matchmaking (Hvordan kan vi bruge maskine læring til automatisk at matche folk i online dating sites)?
- Klyngning og visualisering (Hvordan kan vi opdage og visualisere grupper af lignende genstande i et stort datasæt?)
- Recommender-systemer (Hvordan kan vi anbefale nye og interessante produkter eller medier til brugere baseret på deres tidligere interesser og andres interesser?)

Undervisningen vil være en kombination af forelæsninger og laboratorieforløb, hvor eleverne vil anvende nogle af disse teknikker til rigtige datasæt.

LÆRINGSMÅL

VIDEN

Den studerende skal gennem modulet opnå viden om og forståelse af

- Teorier og metoder af særlig relevans for Kollektiv videns emneområde
- Videnskabelige problemstillinger inden for Kollektiv videns emneområde

FÆRDIGHEDER

Den studerende skal gennem modulet opnå færdigheder i

- at udvælge relevante videnskabelige metoder og redskaber inden for Kollektiv videns område
- at kunne vurdere og vælge mellem relevante videnskabelige teorier, metoder, redskaber og på baggrund heraf at diskutere analyse- og/eller løsningsmodeller inden for Kollektiv videns emneområde.

KOMPETENCER

Den studerende skal gennem modulet opnå kompetencer til

- at kunne anvende relevant teoretisk og metodisk viden til forståelse og løsning af Kollektiv videns problemstillinger.

Regulations and curriculum for the master's programme in Information Technology (Information Studies), CPH, 2018

EKSAMEN

PRØVER

Prøvens navn	Collective Intelligence
Prøveform	Aktiv deltagelse/løbende evaluering Prøven kan bestås ved tilfredsstillende aktiv deltagelse i undervisningen, herunder fremmøde, indløsning af opgaver og deltagelse i øvelser. Reeksamen: Prøven har form af en bunden 3-dages hjemmeopgave, hvor den studerende på baggrund af modulet besvarer det eller de udleverede spørgsmål og opgaver inden for modulets fagområde. Den skriftlige del af opgavebesvarelsen må højst være på 8 sider og udarbejdes individuelt. Opgaven bedømmes alene af eksaminator. Ved opgaver eksaminator bedømmer til ikke bestået bedømmes opgaven tillige af intern censor.
ECTS	5
Bedømmelsesform	Bestået/ikke bestået
Censur	Intern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

YDERLIGERE INFORMATIONER

Valgfagsbeskrivelser opdateres løbende på studiets hjemmeside:
https://www.kdm.aau.dk/studiehaandbog/uddannelsen/kandidat/valgfag/

FAKTA OM MODULET

Engelsk titel	Collective Intelligence
Modulkode	KAKDMVM1822
Modultype	Kursus
Varighed	1 semester
Semester	KA valgfag
ECTS	5
Undervisningssprog	Engelsk
Undervisningssted	Campus København
Modulansvarlig	Toine Bogers

ORGANISATION

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

MILJØ- OG RISIKOKOMMUNIKATION

2019/2020

MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

I modulet arbejdes der med at udbygge den studerendes kendskab til kommunikative forhold og forudsætninger indenfor miljø- og risikokommunikation i risiko- og videnssamfundet. Den studerende præsenteres for redskaber til at analysere og eventuelt håndtere formidling af problemstillinger ift. miljø, risici og viden i forskellige kontekster og med forskellige kommunikative hjælpemidler. Det vil sætte den studerende i stand til at forholde sig til videnskabelige problematikker med relevans for risikokommunikation, herunder videnskabelig usikkerhed og kompleksitet, i både analytiske og kommunikative indsatser.

I tilknytning til kurset afholdes der seminarer inden for følgende områder:

- Teoretiske og analytiske tilgange vedrørende samspillet mellem risiko, miljø og kommunikation
- Risiko- og miljøkommunikation i en social, politisk og etisk kontekst
- Viden om miljø- og risikokommunikationens tilblivelse og funktion både strategisk, politisk, socialt og populærkulturelt
- Faglige problematikker der er nødvendige for at forstå kommunikation om risiko og miljø, herunder miljø- og risikobegrebernes udvikling, videnskabelig usikkerhed, globalisering og krisekommunikation
- Tilgange til mediers behandling af og rolle ift. risiko- og miljøkontroverser
- Forskellige kommunikative udtryk, hjælpemidler og strategier indenfor risiko- og miljøformidling

LÆRINGSMÅL

VIDEN

Den studerende skal gennem modulet opnå viden om og forståelse af

- Teorier og metoder af særlig relevans for Miljø- og risikokommunikations emneområde
- Videnskabelige problemstillinger inden for Miljø- og risikokommunikations emneområde

FÆRDIGHEDER

Den studerende skal gennem modulet opnå færdigheder i

- at udvælge relevante videnskabelige metoder og redskaber inden for Miljø- og risikokommunikations område
- at kunne vurdere og vælge mellem relevante videnskabelige teorier, metoder, redskaber og på baggrund heraf at diskutere analyse- og/eller løsningsmodeller inden for Miljø- og risikokommunikations emneområde.

KOMPETENCER

Den studerende skal gennem modulet opnå kompetencer til

- at kunne anvende relevant teoretisk og metodisk viden til forståelse og løsning af Miljø- og risikokommunikations problemstillinger.

EKSAMEN

PRØVER

Prøvens navn	Miljø- og risikokommunikation

Prøveform	Aktiv deltagelse/løbende evaluering Prøven kan bestås ved tilfredsstillende aktiv deltagelse i undervisningen, herunder fremmøde, indløsning af opgaver og deltagelse i øvelser. Reeksamen: Prøven har form af en bunden 3-dages hjemmeopgave, hvor den studerende på baggrund af modulet besvarer det eller de udleverede spørgsmål og opgaver inden for modulets fagområde. Den skriftlige del af opgavebesvarelsen må højst være på 8 sider og udarbejdes individuelt. Opgaven bedømmes alene af eksaminator. Ved opgaver eksaminator bedømmer til ikke bestået bedømmes opgaven tillige af intern censor.
ECTS	5
Bedømmelsesform	Bestået/ikke bestået
Censur	Intern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

YDERLIGERE INFORMATIONER

Valgfagsbeskrivelser opdateres løbende på studiets hjemmeside:
https://www.kdm.aau.dk/studiehaandbog/uddannelsen/kandidat/valgfag/

FAKTA OM MODULET

Engelsk titel	Environment and risk communication
Modulkode	KAKDMVM1823
Modultype	Kursus
Varighed	1 semester
Semester	KA valgfag
ECTS	5
Undervisningssprog	Dansk
Undervisningssted	Campus Aalborg
Modulansvarlig	Mette Marie Roslyng, Mikkel Fugl Eskjær

ORGANISATION

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

COMPUTATIONEL TÆNKNING: LÆR AT FORSTÅ OG BRUGE COMPUTERE KREATIVT

2019/2020

MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

I dette kursus bruger vi blokprogrammering som en tilgang til at lære om nøglebegreber og praksis fra computational tænkning. Kurset er en mulighed for studerende at opgradere deres grundlæggende computerfærdigheder og forberede sig på en fremtid, hvor vi alle har brug for at kunne omdanne vores ideer til digital form og evaluere og vurdere digitale kreationer som påvirker vores akademiske område.

Ingen forudgående programmeringserfaring er nødvendig for at deltage i dette kursus.

Efter dette kursus vil den studerende være i stand til at udtrykke egne ideer gennem blokprogrammering; være i stand til at reflektere kritisk på brugen af computationalløsninger og kommunikere om beregningsmæssige produkter i tværfaglige sammenhænge.

Computational tænkning handler om at skabe, løse problemer, designe systemer og forstå menneskelig adfærd ved at trække på grundlæggende computervidenskabelige begreber, praksis og perspektiver. Det handler om at dekonstruere komplekse problemer og producere løsninger, der kan behandles af både mennesker og computere.

Kurset skal hjælpe de studerende med at udvikle en beregningsmæssigt tankegang og få nye perspektiver på den teknologiske verden omkring dem, herunder hvordan computation kan bruges som et middel til at udtrykke sig, skabe forbindelser til andre og stille spørgsmål om verden.

Vi bruger problemorienterede projekter og block programmering for at engagere sig i et sæt af computation begreber, der er fælles i programmeringssprog; sekvens, sløjfer, parallelisme, begivenheder, conditionals, operatører og data. I projekterne lærer vi om og deltager i fire vigtige computational metoder til udvikling af interaktive medier: eksperimentering / iterering, testning / debugging, genbrug / remixing og abstraktion / modularisering. De begreber og praksis, der læres gennem dette kursus, overføres til andre programmerings- og ikke-programmeringsmæssige sammenhænge og vil forberede de studerende til at gøre brug af programmering og Computational tænkning til at innovere og forny inden for deres faglige område.

Gennem veksling mellem teori og praksis får de studernede kompetencer til at arbejde med og håndtere potentialer og muligheder samt de etiske dilemmaer, begrænsninger og udfordringer ved at anvende computational løsninger i problemstillinger.

De studerende vil udvikle en reflekterende, kritisk og forsætlig tænkning omkring at skabe med computation og være i stand til at identificere konkrete designmuligheder og problemer med hensyn til computational tænkning og praksis.

LÆRINGSMÅL

VIDEN

Den studerende skal gennem modulet opnå viden om og forståelse af

- Teorier og metoder af særlig relevans for Computationel tænknings emneområde
- Videnskabelige problemstillinger inden for Computationel tænknings emneområde

FÆRDIGHEDER

Den studerende skal gennem modulet opnå færdigheder i

- at udvælge relevante videnskabelige metoder og redskaber inden for Computationel tænknings område
- at kunne vurdere og vælge mellem relevante videnskabelige teorier, metoder, redskaber og på baggrund heraf at diskutere analyse- og/eller løsningsmodeller inden for Computationel tænknings emneområde.

KOMPETENCER

Den studerende skal gennem modulet opnå kompetencer til

- at kunne anvende relevant teoretisk og metodisk viden til forståelse og løsning af Computationel tænknings problemstillinger.

EKSAMEN

PRØVER

Prøvens navn	Computationel tænkning: Lær at forstå og bruge computere kreativt
Prøveform	Aktiv deltagelse/løbende evaluering Prøven kan bestås ved tilfredsstillende aktiv deltagelse i undervisningen, herunder fremmøde, indløsning af opgaver og deltagelse i øvelser. Reeksamen: Prøven har form af en bunden 3-dages hjemmeopgave, hvor den studerende på baggrund af modulet besvarer det eller de udleverede spørgsmål og opgaver inden for modulets fagområde. Den skriftlige del af opgavebesvarelsen må højst være på 8 sider og udarbejdes individuelt. Opgaven bedømmes alene af eksaminator. Ved opgaver eksaminator bedømmer til ikke bestået bedømmes opgaven tillige af intern censor.
ECTS	5
Bedømmelsesform	Bestået/ikke bestået
Censur	Intern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

YDERLIGERE INFORMATIONER

Valgfagsbeskrivelser opdateres løbende på studiets hjemmeside:
https://www.kdm.aau.dk/studiehaandbog/uddannelsen/kandidat/valgfag/

FAKTA OM MODULET

Engelsk titel	Computational thinking! Creative computing for all
Modulkode	KAKDMVM1826
Modultype	Kursus

Varighed	1 semester
Semester	KA Valgfag
ECTS	5
Undervisningssprog	Engelsk
Undervisningssted	Campus København
Modulansvarlig	Erik Ottar Jensen, Stine Ejsing-Duun

ORGANISATION

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

NYE TENDENSER I MARKEDSKOMMUNIKATION, BRANDING OG FORBRUGERKULTUR

2019/2020

MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

I modulet arbejdes med aktuelle tendenser indenfor markedskommunikation, forbrugerkultur og branding. Modulet tager udgangspunkt i, at studerende allerede har et basalt kendskab til markedskommunikation, reklame og branding, som der kan bygges videre på.

Gennem både teoretisk, empirisk og case baseret forskningslitteratur, bliver de studerende introduceret til nyere strategiske koncepter indenfor markedskommunikation og branding, bl.a. kvalitative/kulturelle/antropologiske forståelser af 'forbrugere' som deltagere og medskabende i kommunikation og branding.

Centralt i modulet er en mindre skriveøvelse, hvor en udvalgt case analyseres og diskuteres med brug af relevant forskningslitteratur fra kurset (omfang ca. 2 sider). Selv om øvelsen er case-orienteret, er målet et akademisk og reflekteret produkt, der viser forståelse for mindst ét af kursets teoretiske felter. Modulet bestås ved aktiv deltagelse og forudsætter, at denne øvelse udføres i rimeligt tilfredsstillende grad, inden kursets afslutning (vurderes af underviser). Underviser tilbyder feedback på øvelsen (skriftligt eller mundtligt), for at støtte læringen og den studerendes mulighed for forbedring/eventuel omskrivning af skriveøvelsen.

I tilknytning til modulet afholdes undervisning inden for følgende områder:

- Markedskommunikationens discipliner og aktuelle udfordringer
- Opmærksomhedsøkonomi
- Cause Related Marketing/taktisk CSR
- Strategisk polysemi i markedskommunikation
- 'Postmoderne marketing'
- Cultural branding (f.eks. som branding dialektik)
- Reklamens nye former og udtryk (f.eks. native/AFP/content/influencer)
- Markedsføringslovens rammer for markedskommunikation, formidlingsetik og reklame
- Regionalitet og nationalitet som æstetisering af forbrugerkultur (f.eks. Nordic Living/Nordic Branding)
- Branding som 'mythmarketing' (f.eks. køn, identitet, natur og sundhed som mytemarkeder)

(Baseret på udvikling af det tidligere valgfag "Nye tendenser i markedskommunikation og forbrugerforskning")

LÆRINGSMÅL

VIDEN

Den studerende skal gennem modulet opnå viden om og forståelse af

- Teorier og metoder af særlig relevans for Nye tendenser i markedskommunikation, branding og forbrugerkulturs emneområde
- Videnskabelige problemstillinger inden for Nye tendenser i markedskommunikation, branding og forbrugerkulturs emneområde

FÆRDIGHEDER

Den studerende skal gennem modulet opnå færdigheder i

- at udvælge relevante videnskabelige metoder og redskaber inden for Nye tendenser i markedskommunikation, branding og forbrugerkulturs område
- at kunne vurdere og vælge mellem relevante videnskabelige teorier, metoder, redskaber og på baggrund heraf at diskutere analyse- og/eller løsningsmodeller inden for Nye tendenser i markedskommunikation, branding og forbrugerkulturs emneområde.

KOMPETENCER

Den studerende skal gennem modulet opnå kompetencer til

- at kunne anvende relevant teoretisk og metodisk viden til forståelse og løsning af Nye tendenser i markedskommunikation, branding og forbrugerkulturs problemstillinger.

EKSAMEN

PRØVER

Prøvens navn	Nye tendenser i markedskommunikation, branding og forbrugerkultur
Prøveform	Aktiv deltagelse/løbende evaluering Prøven kan bestås ved tilfredsstillende aktiv deltagelse i undervisningen, herunder fremmøde, indløsning af opgaver og deltagelse i øvelser. Reeksamen: Prøven har form af en bunden 3-dages hjemmeopgave, hvor den studerende på baggrund af modulet besvarer det eller de udleverede spørgsmål og opgaver inden for modulets fagområde. Den skriftlige del af opgavebesvarelsen må højst være på 8 sider og udarbejdes individuelt. Opgaven bedømmes alene af eksaminator. Ved opgaver eksaminator bedømmer til ikke bestået bedømmes opgaven tillige af intern medbedømmer.
ECTS	5
Bedømmelsesform	Bestået/ikke bestået
Censur	Intern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

YDERLIGERE INFORMATIONER

Valgfagsbeskrivelser opdateres løbende på studiets hjemmeside:
https://www.kdm.aau.dk/studiehaandbog/uddannelsen/kandidat/valgfag/

FAKTA OM MODULET

Engelsk titel	State of the art in market communication, branding and consumer culture research
Modulkode	KAKDMVM1827
Modultype	Kursus
Varighed	1 semester
Semester	KA Valgfag
ECTS	5
Undervisningssprog	Dansk
Undervisningssted	Campus København
Modulansvarlig	Lars Pynt Andersen

ORGANISATION

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

SPØRGESKEMAKONSTRUKTION

2019/2020

MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

I modulet gennemgås teorier, begreber og principper inden for konstruktion, validering og gennemførelse af spørgeskemaundersøgelser. Nærmest alle organisationer udfører i dag spørgeskemaundersøgelser for at forstå deres kunder, analysesubjekter, klienter, den almene befolkning osv. Spørgeskemaer er derfor et vigtigt metodisk værktøj, der fx kan bruges til empirisk at evaluere produkter, services eller indsatser. Kommunikationsstuderende vil højst sandsynligt på et eller andet tidspunkt i deres arbejdsliv skulle udføre, analysere eller fortolke resultater fra en spørgeskemaundersøgelse.

Kurset vil derfor sætte de studerende i stand til:

- at udforme spørgsmål, der kan belyse en given problemstilling
- at formulere spørgsmål, som respondenter forstår og har lyst til at svare på, og som genererer brugbare data om et givent emne
- at udarbejde skalaer, dvs. spørgsmål der måler forskellige aspekter af et begreb
- at definere analyseudvalg, dvs. bestemme hvem der skal besvare spørgeskemaet at implementere spørgeskemaer i relevante programmer, fx med brug af filterspørgsmål, spørgsmålsbatterier, randomiserede spørgsmål osv.
- at distribuere spørgeskemaer til respondenter med forskellige metoder
- at skelne mellem typer af variable, såsom baggrunds-, holdnings- og adfærdsspørgsmål
- at vurdere spørgeskemaers begrebsvaliditet, face validity m.m., dvs. om spørgeskemaet måler det, man ønsker at måle
- at udregne responsrater og vurdere bias af ikke-svar

Undervisningen vil være en kombination af forelæsninger og øvelser, hvor de studerende vil anvende den præsenterede spørgeskemateori til at udarbejde deres eget spørgeskema om et selvvalgt emne. Her vil kurset samtidig introducere de studerende for konkrete værktøjer, som kan anvendes i forbindelse med konstruktion, distribution, indsamling og deskriptiv analyse af data fra spørgeskemaer. Udviklingen af spørgeskemaerne præsenteres og diskuteres løbende som en del af kursets afvikling ved aktiv deltagelse.

Gennem kurset vil de studerende således opnå viden, der vil hjælpe dem med at realisere deres egne projekter i løbet af studiet, og give dem kompetencer, der også kan bruges uden for universitetet.

LÆRINGSMÅL

VIDEN

Den studerende skal gennem modulet opnå viden om og forståelse af

- Teorier og metoder af særlig relevans for Spørgeskemakonstruktions emneområde
- Videnskabelige problemstillinger inden for Spørgeskemakonstruktions emneområde

FÆRDIGHEDER

Den studerende skal gennem modulet opnå færdigheder i

- at udvælge relevante videnskabelige metoder og redskaber inden for Spørgeskemakonstruktions område
- at kunne vurdere og vælge mellem relevante videnskabelige teorier, metoder, redskaber og på baggrund heraf at diskutere analyse- og/eller løsningsmodeller inden for Spørgeskemakonstruktions emneområde.

KOMPETENCER

Den studerende skal gennem modulet opnå kompetencer til

- at kunne anvende relevant teoretisk og metodisk viden til forståelse og løsning af Spørgeskemakonstruktions problemstillinger.

EKSAMEN

PRØVER

Prøvens navn	Spørgeskemakonstruktion
Prøveform	Aktiv deltagelse/løbende evaluering Prøven kan bestås ved tilfredsstillende aktiv deltagelse i undervisningen, herunder fremmøde, indløsning af opgaver og deltagelse i øvelser. Reeksamen: Prøven har form af en bunden 3-dages hjemmeopgave, hvor den studerende på baggrund af modulet besvarer det eller de udleverede spørgsmål og opgaver inden for modulets fagområde. Den skriftlige del af opgavebesvarelsen må højst være på 8 sider og udarbejdes individuelt. Opgaven bedømmes alene af eksaminator. Ved opgaver eksaminator bedømmer til ikke bestået bedømmes opgaven tillige af intern censor.
ECTS	5
Bedømmelsesform	Bestået/ikke bestået
Censur	Intern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

YDERLIGERE INFORMATIONER

Valgfagsbeskrivelser opdateres løbende på studiets hjemmeside:
https://www.kdm.aau.dk/studiehaandbog/uddannelsen/kandidat/valgfag/

FAKTA OM MODULET

Engelsk titel	Survey Design
Modulkode	KAKDMVM1830
Modultype	Kursus
Varighed	1 semester
Semester	KA Valgfag
ECTS	5
Undervisningssprog	Dansk
Undervisningssted	Campus København
Modulansvarlig	Anna Rusmann, Jonas Følsgaard Grønvad

ORGANISATION

Studienævn	Studienævn for Kommunikation og Digitale Medier

Institut	Institut for Kommunikation og Psykologi
Fakultet	Det Humanistiske Fakultet

Institut	Institut for Kommunikation og Psykologi
Fakultet	Det Humanistiske Fakultet

DISTANCELEDELSE - VIRTUEL KOMMUNIKATION, SAMARBEJDE OG LEDELSE

2019/2020

MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

Computer-medieret kommunikationsteknologi bliver hjørnestenen i den måde, som moderne organisationer og virksomheder organiserer, samarbejder og kommunikerer på. Det betyder, at moderne arbejde og ledelse i stigende grad er virtuelt, hvor deltagerne ikke er fysisk samlokaliseret og skal sprede kommunikative, kulturelle og geografiske grænser og grænser.

Dette valgfag introducerer dig for både teoretiske og praktiske perspektiver på paradokser, udfordringer og muligheder for samarbejde på afstand. Kurset giver indsigt i emner som virtuelle teams, grænseoverskridende samarbejde, interkulturel ledelse / HRM og kommunikativt lederskab.

For ikke blot at læse om og diskutere virkningerne af virtualitet og afstand til samarbejde, er klassen 90% virtuel, så deltagerne også oplever virtuelt samarbejde i praksis. Vi vil bruge Adobe Connect som vores vigtigste klasseværelse - en platform, der gør det muligt for os ikke kun at se og høre hinanden, men også arbejde i virtuelle grupper, have elevpræsentationer, gæsteforelæsere og udføre øvelser.

Klassen er undervist på engelsk for at afspejle praksis med virtuelt samarbejde, hvor engelsk ofte er arbejdssprog, der giver mulighed for en mangfoldighed af faglige og kulturelle baggrunde til at arbejde sammen på afstand.

Dette kursus er udviklet med en særlig udsigt til de studerendes interesse for kommunikations- og / eller informationsstudier.

LÆRINGSMÅL

VIDEN

Den studerende skal gennem modulet opnå viden om og forståelse af

- Teorier og metoder af særlig relevans for Distanceledelses emneområde
- Videnskabelige problemstillinger inden for Distanceledelses emneområde

FÆRDIGHEDER

Den studerende skal gennem modulet opnå færdigheder i

- at udvælge relevante videnskabelige metoder og redskaber inden for Distanceledelses område
- at kunne vurdere og vælge mellem relevante videnskabelige teorier, metoder, redskaber og på baggrund heraf at diskutere analyse- og/eller løsningsmodeller inden for Distanceledelses emneområde.

KOMPETENCER

Den studerende skal gennem modulet opnå kompetencer til

- at kunne anvende relevant teoretisk og metodisk viden til forståelse og løsning af Distanceledelses problemstillinger.

EKSAMEN

PRØVER

Prøvens navn	Distanceledelse - virtuel kommunikation, samarbejde og ledelse
Prøveform	Aktiv deltagelse/løbende evaluering Prøven kan bestås ved tilfredsstillende aktiv deltagelse i undervisningen, herunder fremmøde, indløsning af opgaver og deltagelse i øvelser. Reeksamen: Prøven har form af en bunden 3-dages hjemmeopgave, hvor den studerende på baggrund af modulet besvarer det eller de udleverede spørgsmål og opgaver inden for modulets fagområde. Den skriftlige del af opgavebesvarelsen må højst være på 8 sider og udarbejdes individuelt. Opgaven bedømmes alene af eksaminator. Ved opgaver eksaminator bedømmer til ikke bestået bedømmes opgaven tillige af intern medbedømmer.
ECTS	5
Bedømmelsesform	Bestået/ikke bestået
Censur	Intern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

YDERLIGERE INFORMATIONER

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

FAKTA OM MODULET

Engelsk titel	Distance Management - virtual communication, cooperation and leadership
Modulkode	KAKDMVM1829
Modultype	Kursus
Varighed	1 semester
Semester	KA Valgfag
ECTS	5
Undervisningssprog	Engelsk
Undervisningssted	Campus København
Modulansvarlig	Thomas Duus Henriksen, Rikke Kristine Nielsen

ORGANISATION

Studienævn	Studienævn for Kommunikation og Digitale Medier

Regulations and curriculum for the master's programme in Information Technology (Information Studies), CPH, 2018

| Institut | Institut for Kommunikation og Psykologi |
| Fakultet | Det Humanistiske Fakultet |

Regulations and curriculum for the master's programme in Information Technology (Information Studies), CPH, 2018

| Institut | Institut for Kommunikation og Psykologi |
| Fakultet | Det Humanistiske Fakultet |