Netnography and Big Data

ECTS credits:

7.5

Degree Level:

Third-cycle level

Language of Instruction:

English or Swedish. Contact the course coordinator to find out the language of instruction for the current semester.

Target group and Entry Requirements

To be eligible for the course, you must be admitted to the doctoral programme.

Learning Outcomes

Upon completion of the course, the doctoral students shall be able to:

-

support.

Content

On the internet, large amounts of data has been made available through, for example, open archives, message boards, blogs and social media. Since many of these data sources are created and maintained by the users, they are not created primarily with a research perspective in mind.

This raises questions, such as how researchers should approach the data sources, as well as how to gather, process and present data from these sources. The course covers Netnography as a methodological approach for gathering, processing, analysing and presenting data from the internet.

Specific issues regarding GDPR and ethical considerations in relation to Netnography is covered. Furthermore, Big Data is also covered, since the amount of data gathered through the internet is often very large and unorganised. It therefore requires specific methods in order to be organised, processed and analysed.
The course comprises seminars that cover both theoretical and practical aspects of Netnography and Big Data.

Reading list and other study material

See separate document.

Examination

Examination includes:
- Individual written assignment.
- Individual oral presentation of the written assignment.
- Active participation and attendance of at least 80 percent of the class hours. In case of absence of more than 20 percent, make-up assignments will be given.

Quality assurance

Follow-up relating to learning conditions and goal-fulfilment takes place both during and upon completion of the course. This shall act as guidance for continuous improvement and the

Additional Information