FME3546 Digital Media Analytics 4.0 credits

Digital medieanalys

This is a translation of the Swedish, legally binding, course syllabus.

Establishment

Course syllabus for FME3546 valid from Spring 2021

Grading scale

P, F

Education cycle

Third cycle

Specific prerequisites

Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

Intended learning outcomes

On completion of the course, the student will be able to:

1. Demonstrate a broad knowledge of the emergence of Digital Media Analytics in industrial economics and business research, including its contemporary development

2. Identify strategies for capturing and analysing complex empirical phenomena using Digital Media Analytics
3. Reflect critically on the nature of digital data and ethical approaches to these forms of data
4. Reflect on how Digital Media Analytics can be used to contribute to the 17 Sustainable Development Goals

Course contents

This course covers the following aspects:

- The emergence of Digital Media Analytics in industrial economics and business research
- Data collection using Digital Media Analytics
- Data preparation using Digital Media Analytics
- Data analysis using Digital Media Analytics
- Different forms of research contributions that Digital Media Analytics enable

Examination

- INL1 - Hand in exercise, 4.0 credits, grading scale: P, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

If the course is discontinued, students may request to be examined during the following two academic years.

Other requirements for final grade

To pass the course, the participants have to submit a written assignment, attend and actively participate in lectures and seminars.

Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.