

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Uvod v splet in družbena omrežja
Course title:	Introduction to the Web and Social Media

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Mediji in novinarstvo / Media and Journalism	Program nima smeri / Program has a single course	prvi / first	drugi / second
Visokošolski strokovni / B.A.			

Vrsta predmeta / Course type

obvezni / mandatory

Univerzitetna koda predmeta / University course code:

USDO / IWSM

Predavanja / Lectures	Seminar / Seminar	Vaje / Tutorial	Klinične vaje / Practical exercises	Druge oblike študija / Other forms of study	Samost. delo / Individ. work	ECTS
20		30			130	6

Nosilec predmeta / Lecturer:

doc. dr. Anže Mihelič / Assist. Prof. Anže Mihelič, Ph.D

Jeziki /**Languages:****Predavanja /****Lectures:**

slovenščina, angleščina / Slovene, English

Vaje / Tutorial:

slovenščina, angleščina / Slovene, English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Ni posebnih pogojev.

Prerequisites:

No special prerequisites.

Vsebina:

- Osnovno razumevanje delovanja spleta.
- Razumevanje delovanja spletnih brskalnikov in iskalnikov.
- Osnove spletnih strani (gradniki, arhitektura, zgradba, programski jeziki in jeziki za oblikovanje).
- Razvoj družbenih omrežij.
- Značilnosti komunikacije, družbenih interakcij, medijskega poročanja in poslovanja v času družbenih omrežij.
- Tehnike in orodja za ustvarjanje vsebin, prilagojenih različnim digitalnim platformam.

Content (Syllabus outline):

- Basic understanding of how the Web works
- Understanding the operation of web browsers and search engines
- Fundamentals of web pages (components, architecture, layout, programming languages, and design languages)
- Development of social networks;
- Characteristics of communication, social interactions, media reporting, and business in the age of social networks
- Techniques and tools for creating

- Varnost družbenih omrežij in paradoks zasebnosti.
- Digitalna etika.
- Uvod v spletno analitiko in analitiko družbenih omrežij.

- content adapted to various digital platforms
- Social network security and the privacy paradox
 - Digital ethics
 - Introduction to web analytics and social network analytics

Temeljni literatura in viri / Readings:

Barrett-Maitland, Nadine, Lynch, Jenice. 2020. Social media, ethics and the privacy paradox. *Security and privacy from a legal, ethical, and technical perspective*. IntechOpen. Available at: <http://dx.doi.org/10.5772/intechopen.90906>.

Arriagada, Arturo, Ibáñez, Francisco 2020. "You Need At Least One Picture Daily, if Not, You're Dead": Content Creators and Platform Evolution in the Social Media Ecology. *Social Media + Society*, 6(3). Available at: <https://journals.sagepub.com/doi/full/10.1177/2056305120944624>.

Bail, Chris. 2022. *Breaking the social media prism: How to make our platforms less polarizing*. Princeton University Press.

Cilji in kompetence:

- sposobnost reševanja konkretnih problemov v poklicnem okolju;
- obvladovanje tehnik, metod in postopkov, ki so relevantni za uspešno poklicno delo;
- razvoj kritične in samokritične presoje;
- sposobnost fleksibilne uporabe znanja v praksi;
- sposobnost timskega dela, zmožnost vzpostavljanja in vzdrževanja kooperativnih odnosov za delo v skupini in z uporabniki;
- zmožnost za prepoznavanje in izkoriščanje priložnosti, ki se ponujajo v delovnem in družbenem okolju (ki se izkazujejo kot podjetniški duh in aktivno državljanstvo);
- globlje razumevanje in ustrezno praktično obvladovanje tehnologij medijskega ustvarjanja;
- poznavanje in obvladovanje procesov in tehnik kreativnega ustvarjanja medijskih vsebin;
- sposobnost pridobivanja, selekcije, ocenjevanja in umeščanja novih informacij na področju medijev in

Objectives and competences:

- Ability to solve concrete problems in the professional environment
- Mastering techniques, methods and procedures that are relevant to successful professional work
- Development of critical and self-critical judgment
- Ability to flexibly apply knowledge in practice
- Ability to work in a team, ability to establish and maintain cooperative relationships to work in a group and with users
- Ability to identify and take advantage of opportunities offered in the work and social environment (which are manifested as an entrepreneurial spirit and active citizenship)
- Deeper understanding and appropriate practical mastery of media creation technologies
- Knowledge and mastery of processes and techniques of creative creation of media content
- Ability to obtain, select, evaluate and place new information in the field of

- zmožnost njihove interpretacije;
- sposobnost uporabe informacijsko-komunikacijske tehnologije in sistemov na področju medijev in medijske produkcije;
- vzgoja in razvoj potrebe po samostojnem ustvarjanju na podlagi pridobljenih ustreznih strokovnih znanj in praktičnih veščin brez katerih je delovanje posameznikov in skupin v sodobnih medijskih organizacijah preprosto nemogoče.

- media and the ability to interpret it
- Ability to use information and communication technology and systems in the field of media and media production
- Education and development of the need for independent creation on the basis of acquired relevant professional knowledge and practical skills without which the operation of individuals and groups in modern media organizations is simply impossible

Predvideni študijski rezultati:

Študent/študentka:

- razume osnove delovanja spleta;
- razume osnove delovanja spletnih strani;
- zna izdelati preproste spletne strani, ki temeljijo na sistemih za upravljanje vsebin;
- zna ustvarjati spletne vsebine skladno z zastavljenimi cilji;
- zna uporabljati preprosta orodja za ustvarjanje vsebin;
- zna sprejemati odločitve, ki so skladne z etičnimi standardi, ki veljajo za delovanje na spletu;
- zna prepoznati nevarnosti na spletu in oblikovati ukrepe za upravljanje s tovrstnimi tveganji.

Intended learning outcomes:

Students:

- Understand the basics of how the web works
- Understand the basics of how websites operate
- Can create simple websites based on content management systems
- Can create web content in accordance with set goals
- Can use simple tools for content creation
- Can make decisions that comply with the ethical standards applicable to online operations
- Can identify online hazards and design measures to manage such risks

Metode poučevanja in učenja:

- predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);
- individualne in skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);
- individualno delo študentov (samostojen študij literature);
- uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.

Learning and teaching methods:

- Lectures with the active participation of students (materials, discussions, questions, examples, problem solving)
- Individual and group consultations (interviews, additional explanation, addressing specific questions)
- Individual work (independent literature study)
- Use of online classroom or other contemporary ICT tools

Načini ocenjevanja:**Assessment:**

<p>Načini:</p> <ul style="list-style-type: none"> • Pisni izpit • Sprotne naloge <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>	<p>Delež (v %) / Weight (in %)</p> <p>50%</p> <p>50%</p>	<p>Types:</p> <ul style="list-style-type: none"> • Written exam • Ongoing activities <p>Grading scale – in accordance with the Faculty's Rules on Assessment and Evaluation of Knowledge.</p>
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Reference nosilca / Lecturer's references:

FUJS, Damjan, MIHELIČ, Anže, VRHOVEC, Simon. Social network self-protection model: what motivates users to self-protect? *Journal of cyber security and mobility*. Oct. 2019, vol. 8, iss. 4, str. 467-491.

FUJS, Damjan, VRHOVEC, Simon, MIHELIČ, Anže. Vloga čustvenčkov in čustvenih simbolov pri socialnem inženiringu = The role of emojis and emoticons in social engineering. *Psihološka obzorja: slovenska znanstveno-strokovna psihološka revija*. [Spletna izd.]. 2020, letn. 29, str. 134-142.

ŽVANUT, Boštjan, MIHELIČ, Anže. Qualitative study on domestic social robot adoption and associated security concerns among older adults in Slovenia. *Frontiers in psychology*. 25 Jan. 2024, vol. 15, 12 str.

MIHELIČ, Anže, ŽVANUT, Boštjan. (In)Secure smart device use among senior citizens. *IEEE security & privacy: building confidence in a networked world*. [Print ed.]. Jan./Feb. 2022, vol. 20, iss. 1, str. 62-71.

BERNIK, Igor, PRISLAN MIHELIČ, Kaja, MIHELIČ, Anže. Country life in the digital era: comparison of technology use and cybercrime victimization between residents of rural and urban environments in Slovenia. *Sustainability*. 2022, vol. 14, iss. 21, str. 1-16.