

EG9. WEBDATA COLLECTION AND WEBDATA COMMUNICATION
Subject Information:

Code		Plan	2014	ECTS	5
Type of Subject	Elective	Year	2015	Semester	
Knowledge area:	Communication and Publicity-Advertising.				
Department:	Sociology and Communication, University of Salamanca.				
Virtual Platform	Platform:	Studium.usal.es			
	Access URL:	Studium.usal.es			

Data about the instructor-teacher

Teacher	Prof. Dr. Félix Ortega	Group / s	
Department	Sociology and Communication, University of Salamanca		
Knowledge area	Communication and Publicity		
Academic Centre and University	Faculty of Social Sciences, University of Salamanca		
Office Address:	Campus Unamuno, Office 426, Edificio FES, 37007, Salamanca, Spain		
Personal URL:	https://diarium.usal.es/fortega/		
E-mail	fortega@usal.es	Telephone /Skype User:	felix.ortega.mohedano +34 923 294 500

Remarks (previous requirements, coordination, other, if any)

No remarks.

Objectives and competencies of the subject (basics, general, transversal, specifics)

EG9. WEBDATA COLLECTION AND WEBDATA COMMUNICATION (5 ECTS)

The course will address the main communication issues that arise in approaching web both to collect data from existing web sources and to disseminate the collected data. The course goal is to give students basic knowledge of digital communication models such as advertgaming, and augmented reality; using graphical techniques. Using examples such as social gaming the students will learn how to set a communication plan and how to use graphical communication and how this helps us understand the world.

■ Objectives

The objective of this course is to introduce students to the data sources which exist on the Web and the way in which we can collect and analyse web data. It will provide factual knowledge on the existing theoretical background sources and techniques for webdata collection and communication. Protecting privacy in web data. Legislation, use and distribution of web based data, understanding and implementing correct communication programmes and plans within web-data strategies.

■ Competences (basics, general, transversals, specifics)

The core competence which students will acquire is the awareness of the issues raised by capturing, analyzing and interpreting audiovisual web-data and the responsibility over it in a communication strategy or plan. They will acquire competences related to web-data collection, management and communication of web-data.

Programme (Brief Description of modules) and expected learning outcomes

The course will address the main communication issues that arise in approaching web both to collect data from existing web sources and to disseminate the collected data.

Programme Description:

1. Introduction to the Collection of Data from existing web sources. Methodological approaches and strategies. Introduction to the concept of dissemination of collected data. The need to report and create value from collected data. Web-data journalism. Digital Communication Theory and Models. Webdata Communication strategies and policies.
2. Communication Plan and Corporate Communication plan setting in the Web. Graphical Communication in Web Communication. Communication strategies in the Web. Gaming, Apps and communication strategies. Practical

cases in Enterprises, Government Institutions and Others.
3. Augmented Reality, graphical techniques in Communication, Information, Education and Teaching. Software and hardware tendencies in web-data communication.
4. The Corporate and Marketing Plan in Web-Communication. Advertising in Web Media and Web Resources.
5. Web Data Collection in the Media Industries and Web-Media. Web data Communication in the Media Industries, software use, Cookies and others. The importance of Collecting and Communicating. Monetizing data collection. Targeting data collection. Case I and Group Work 1.
6. Web Data Collection and Communication Plan in Social Networks, Social Gaming and Virtual Worlds. Future Collaborative Scenarios. Case II and Group Work 2.
7. Web data Collection from Statistical Research Institutes, Public and Private Service Providers, Web-data Observatories, Web-Data Mining and Web-Data Communication. The importance of Web-Data journalism and corporate communication plan. Case III and Case IV, and Group Work 3 and Group Work 4.
8. Freedom of access to web-data. Privacy and the importance of open source access to data. Not so private data, Not communicating the value. Communicating and access to statistical sources. The importance of privacy, anonymous web-data, “the invisible hand” in webdata collection and Communication. Case V and VI, Public Spying and Private Information. Group Work 5 and 6.
9. Towards an Intelligent, Computerized Intelligent webdata collection, reporting and Communicating the importance. Metadata and Communication programme tendencies. What future for Webdata Collection and Web-Data Communication, the Value Chain of Collecting and Communicating.

Methodology

The course will be organized with a series of audiovisual lectures and applied exercises and case studies (individual activities and tutor-supervised group exercise). We will present and orientate the students to identify relevant sources and methodology for web-data collection, practical cases will be presented. We will present and orientate the importance of a Web-data Communication Plan and Strategy with the implementation of a Web-data Communication Plan. Students will be asked to carry out a small group-project which will have a minimum of 3 students per group. They will choose a topic after the lectures and be asked to write 10-20 pages summary on the topic.

- Resources:

Bibliography:

Se campus Studium.usal.es for full references and digital sources:

Open Knowledge Foundation. (2012). Open Data Handbook.

<http://opendatahandbook.org/>

Stamatoudi, I.A. (2002). Copyright and Multimedia Product, A Comparative Analysis., Cambridge Univeristy Press, Uk.

Stamatoudi, I.A. (2002). Copyrigh abnd Multimedia Product, A Comparative Analysis., Cambridge Univeristy Press, Uk.

O'Reilly (2012), Big Data Now: 2012 Edition, O'Reilly.

Enge, E. et al. (2013) The Art of Seo. O'Reilly, Cambridge, UK.

Delahaye, K. et al. (2011) Measure what matters. Wiley Inc.

Williams, A. (2013) SEO, 2013 and Beyond.

Waisberrg. D. (2013) Google Analytics Integrations, Centralizing Digital Marketing. Ed. Online-behaviour.com

Odden, L. (2012) Optimize, How to attract and engage more customers by integrating SEO. Social Media, and Content Marketing,

Sponder, M. (2012) Social Media Analytics, Effective tools for building, interpreting and using metrics. Mc Grav Hill.

Jeffrery, M. (2012) Data Driven Marketing. The 15 Metrics Everyone in Marketing Should Know. Kellog School of Management.

Grappone, J (2011) Search Engine Optimization. Wiley Publishing. Inc.

Kaushik, A. (2012) Web Analytics An Hour a Day. Sybex, Serious Skills.

Kaushik, A. (2012) Web Analytics 2.0. Sybex. Serious Skills.

McKinney, W. (2012) Python for Data Analysis. O'Reilly.

Peterson E.T. (2012) Web Site Measurement Hacks. O'Reilly.

Siegel E. (2012) Predicting Analytics.

Linoff. G.S. (2012) Mining the Web, transforming Customer data into customer value.

Liu, B. (2012) Web Data Mining, Exploring Hyperlinks, contents and Usage of data. Springer.

Online resources:

See Studium.usal.es for full information.

Evaluation System:

General Considerations:

Evaluation exercises will be presented in the Campus. The student must comply with standards, recommendations, and deadlines.

Evaluation Criteria:

Group Work: 50%

Readings and Individual Reporting (Cases and Articles): 25%

Participation and Forum Debates: 25%

n.b. In all cases student must have a positive grade in all activities in order to pass de course. These criteria applies to all “convocatorias”-time deadline presentation of work, ordinary or extraordinary.

Recommendation for second and following evaluations:

Present again all activities to the professor, and consult in case of any doubts.

Employment Opportunities (optional)

Media Enterprises

Web Analysis Institutions and Monitors

Web Specialized Institutions

Audiovisual Research Centres

Advertising Agencies and Marketing Consulting

Educational Enterprises and Corporate Communication Departments.

Corporate Communication.

Governmental Data Collection and Research Institutions.