

For more information about the programme, prerequisites and how to apply, visit Lnu.se

Linnaeus University Växjö

Linnaeus University is located in the cities of Växjö and Kalmar in the Småland region of South-eastern Sweden. We are a modern, international university with 34,000 students. Like Carl Linnaeus, possibly the greatest Swedish scientist of all time, we are intrepid, curious and innovative – and we see no limits to where we can carry out our work.

The university is noted for its strong international profile. Every year some 1,500 students from all over the world come to study here, at Bachelor, Master and Doctoral level.

Växjö is strategically situated in the south of Sweden, easily reachable by bus, train or air. Here, in beautiful surroundings close to the city centre, you'll find one of Sweden's most genuine student campuses. As well as all university buildings it features accommodation for 4,000 students.

The entrepreneurial attitude in the area is well known. Only in Växjö, there are over 7,000 companies, mainly in the IT and service sector, manufacturing industries, furniture and wood trade – perfect for students who need training and thesis work.

More information

The programme is studied in Växjö. For more information, please contact the Department of Media Technology:

- **Programme Co-ordinator**
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- **Head of Department**
Marcelo Milrad
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Or visit us on the web:

- **Programme web site**
lnu.se/en/programme/social-media-and-web-technologies-master-programmes
- **Programme courses on Moodle**
Mediatech.lnu.se/moodle

Social Media and Web Technologies

Master Programme in Media Technology

YouTube, Facebook and Twitter are just some examples of social web services that are changing the current media landscape. These web platforms have created needs and demands that require new skills, knowledge and expertise in order to tackle current and future social and technical challenges. Our Master Programme in Social Media and Web Technologies aims to provide a high quality education for preparing you to face those needs and demands.





New media landscapes

The advent of the Web 2.0 has brought a lot of changes in the way Internet is perceived, from a predominantly text-based medium to a rich media platform on which people can share knowledge and experiences. Active user participation enabled by the advances in the web technologies shifted the Web from a simple presentation medium towards a complex infrastructure that can be defined as “an architecture of participation”. These changes have been manifested in the form of various services and platforms that enable User Generated Content to be created, shared, published and exchanged.

In these continuously evolving landscapes, there is a need for knowledge and skills that focus on the design, development and deployment of innovative services and web-based platforms. These different areas represent the foundations upon which our Master Programme in Social Media and Web Technologies is built.

Programme aim

The aim of this programme is to offer in-depth knowledge and skills related to the field of Media Technology in general, with a special orientation towards Social Media and Web Technologies.

The programme provides students with solid theoretical foundations; knowledge and engineering skills that will enable them to identify, manage and solve technical, organizational and design aspects related to the global digital media and Internet market using web and mobile technologies.

During the course of this programme, you will be actively involved in lectures, seminars, lab activities, hands-on workshops and projects, as well as supervision and individual tutoring.

Programme outline

The programme is multidisciplinary in nature and combines courses and expertise from different areas, namely: web technologies, design and interaction, social media and IT business. It is provided in English, consists of two years of full-time studies and starts every autumn term.

The prerequisites are: General entry requirements for second-cycle studies, a Bachelor Degree in Media Technology, Informatics, Computer Science or similar fields, and English B/6 or the equivalent. Candidates that successfully complete this programme will be eligible for a Master of Science (two years) with specialization in Social Media and Web Technologies. Major subject: Media Technology.

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| FIRST YEAR | Scientific Theories and Methods (7.5 credits) | Tangible User Interfaces (7.5 credits) | Web and Mobile Development (7.5 credits) | Internet Architectures (7.5 credits) |
| | Foundations of Computational Media (7.5 credits) | Social Media Ecosystems (7.5 credits) | Cross-Media Design and Production (7.5 credits) | Elective Course I (7.5 credits) |
| SECOND YEAR | Elective Course II (7.5 credits) | Adaptive and Semantic Web (7.5 credits) | Master Thesis (30 credits) | |
| | Network Society and Internet Cultures (7.5 credits) | Elective Course III (7.5 credits) | | |

Social media and web technologies are starting to radically change the social patterns and norms of how people communicate. There is a need for new approaches to understand these processes, as well as new knowledge about how technologies should be designed in light of these changes.

Chris Jangelöv, Business Developer at Visma Spcs AB

Career prospects

After the completion of this programme, students will have very promising opportunities regarding employment. Social Media and Web Technologies are present and used in almost all business activities nowadays.

This programme will qualify you to work at positions such as web developer, interaction designer, IT strategist or new media editor at different companies or at large international corporations. You will be able to start new innovative companies based on the skills and expertise gained during your studies. Furthermore you can also continue with research studies leading towards a doctoral degree.

Research connections

With the theoretical foundations and practical skills offered by our master programme, there

are plenty of research opportunities that you can pursue. Current research within Media Technology at Linnaeus University is carried out at CeLeKT (Center for Learning and Knowledge Technologies, www.celekt.info). Our current research track includes two main orientations:

- The development of mobile & wireless systems and innovative web applications and tools to support collaborative learning.
- The design of interactive learning environments to support collaborative discovery learning about complex domains.

Activities carried out in these lines of research are funded by national and international funding agencies. In order to provide good connections with our master programme, already during your studies we will introduce some of our current research topics in our courses, in the form of lectures or possible topics for the final degree project.

