

# Bijlage 6: Track Computercommunicatie

## (Overzichten toetsing per vak en leerdoelen per vak).

De meeste vakken hanteren wekelijkse of tussentijdse opdrachten waarvoor er in principe geen herkansingen zijn, omdat deze opdrachten bedoeld zijn als formatieve toetsing. Als opdrachten meetellen in het eindcijfer is er in overleg met de docent een mogelijkheid tot herkansing.

Semester 1		Block 1			Block 2		
Module	Code	Classes	Examination	Resit	Classes	Examination	Resit
Coding for Humanities	LHU002M05		The final course grade is based on the two exams in week 4 (mid-term) and week 8 (final exam).	Mid-term exam			Final exam
Multichannel Management	LIX023M05	- Useful, active contribution to discussions in lectures and labs; - Presentation	- Individual essay; - Written report;				- Individual essay; - Written report

Database Design	LHU010M05	Assignments	Final project, and written exam.	Assignments			Final project, and written exam.
Semester 1		Block 2			Block 3		
Module	Code	Classes	Examination	Resit	Classes	Examination	Resit
Conversational Interfaces: Theory	LCX069M05		Weekly assignments				
Computer-Mediated Communication	LIX022M05		Written Exam and Research Report	Research Report			Written Exam
Communication Technology	LIX020M05		Three written courseworks				Three written courseworks
Semester 2		Block 3			Block 4		
Module	Code	Classes	Examination	Resit	Classes	Examination	Resit
User Interface Evaluation	LIX024M05	Assignments	Final Report	Final Report			
Conversational Interfaces: Practice	LCX070M05					(1) the group report; (2) your individual addendum; and (3) the	(1) the group report; (2) your individual addendum; and (3) the

						developed system.	developed system.
Ma-scriptie CIW: Computercommunicatie	LCX998M20		(The student works the whole semester on his/her thesis)			Master Thesis	Master Thesis (If thesis grade is not sufficient)
Ma-stage CIW: Computercommunicatie	LCX900M10		(The student does an internship during the whole semester			Internship report	Internship report

**semester I**

<b>Vakcode</b>	<b>Vaknaam</b>	<b>Beoogde leeruitkomsten</b>	<b>Wijze van toetsen</b>
LHU002M05	Coding for Humanities	<p>Upon successful completion of the course unit, students are able to:</p> <ol style="list-style-type: none"> <li>1. Write simple programs to perform basic tasks such as searching and cleaning text corpora (Application of Knowledge and Insight).</li> <li>2. Work with Jupyter Notebooks and other common Python data science tools to report on simple exploratory experiments: load a tabular dataset, compute summary statistics, and create plots (Application of Knowledge and Insight).</li> <li>3. Understand and solve common errors during programming (Application of Knowledge and Insight).</li> <li>4. Read documentation on available software to evaluate its applicability to a problem (Learning skills).</li> <li>5. Collaborate effectively with programmers using proper terminology (Communication).</li> </ol>	<p>The final course grade is based on the two take-home exams due in week 4 and week 8.</p>
LIX023M05	Multichannel Management	<p>Learning outcomes (related to Dublin Descriptors 1.1 – 1.3, 2.1 – 2.5, 3.2, 4.1, 5.1):</p> <p>Upon successful completion of the course, students are able to:</p> <ol style="list-style-type: none"> <li>1. Explain in their own words to an interested audience what multichannel management is about and from which perspectives it is approached;</li> <li>2. Describe different theories of channel choice, recognize their key concepts and statements, and identify their similarities and differences;</li> <li>3. Participate actively in discussions in class about debatable issues involved in theories of channel choice;</li> </ol> <p>Identify and categorize factors that affect channel choice;</p>	<ul style="list-style-type: none"> <li>- Individual essay (based on channel choice theories and written according to Barbara Minto's Pyramid Principle);</li> <li>- Meaningful and useful contributions to discussions in class (individually and in a group);</li> <li>- Small-scale research of multi-channelled crisis communication, in groups of 2 students, with a clear distribution of research and report tasks;</li> </ul>

		<ol style="list-style-type: none"> <li>4. Sketch a concrete case of a mismatch of communication task and channel choice, examine it thoroughly in the light of theories of channel choice, and assess their applicability;</li> <li>5. Write an essay (max. 6 pages) for knowledgeable colleagues about the value of at least two different theories of channel choice, based on a sound argument and according to the Pyramid Principle;</li> <li>6. Recognize and appraise different views on crisis communication and multichanneling in crisis communication;</li> <li>7. Identify, describe, analyze and evaluate crisis-related messages sent by governmental organizations to citizens via different channels;</li> <li>8. Monitor and describe perceptions and experiences of citizens with respect to the communication of corona measures by the government, reflect critically on these results from a channel-theoretical perspective, and devise recommendations for governmental crisis communication;</li> <li>9. Perform a small-scale research of the multichannel approach of governmental organizations in their communication about corona measures, and report about it in a vlog and an oral presentation, designed for an audience of colleagues and external experts in crisis communication.</li> </ol>	<p>- Presentation of the research in a vlog/screencast and an oral presentation, in groups of 2 students</p>
LHU010M05	Database Design	<ol style="list-style-type: none"> <li>1. Knowledge and understanding of the theory and practice of digital data storage, data treatment and analysis (1.1, 1.2)</li> <li>2. Knowledge and application of the E-R Model (1.1, 1.2, 2.1, 2.2, 3.1)</li> <li>3. Knowledge and use of SQL for queries and data manipulation (1.1, 1.2, 2.1, 2.2, 3.1)</li> <li>4. Understanding Functional Dependencies and Normalization (1.1, 1.2, 2.1, 2.2, 3.1)</li> <li>5. Acquire familiarity with other data structures (i.e. CSV and XML) (1.1, 1.2)</li> </ol>	<p>Assignments, final project, and written exam.</p>

		6. Ability to create a database, store and upload data, query data, and provide data analysis (2.1, 2.2, 3.1, 2.5)	
LCX069M05	Conversational Interfaces: Theory	<p>Upon successful completion of the course unit, students are able to:</p> <ol style="list-style-type: none"> <li>1. Characterize and employ the state of the art of different Human-Computer Communication modes (1.1; 1.2; 1.3; 5.1; 5.2)</li> <li>2. Describe and corpus data based on current communication models (2.1; 2.2)</li> <li>3. Present their own research via oral and written reports (4.1; 4.2).</li> </ol>	<p>Weekly assignments (to be submitted on time, in PDF, and via Nestor).</p> <p>Assignments are compulsory, and will be graded. One of the assignments is an oral presentation of (a part of) a chapter of the book. Failure to hand in all assignments may prevent passing of the course.</p>
LIX022M05	Computer-Mediated Communication	<p>Upon successful completion of the course unit, students are able to (related to the Dublin Descriptors 1.1 – 1.3, 2.1 – 2.5, 3.1, 4.1, 5.2):</p> <p>(i) Describe the main concepts introduced in the course:</p> <ul style="list-style-type: none"> <li>• Knowledge sharing</li> <li>• Enterprise social media</li> <li>• Social network analysis</li> <li>• Social network visualization</li> <li>• Computer-mediated communication</li> <li>• Computer-mediated communication competence</li> </ul> <p>(ii) Explain the relations between the main concepts introduced;</p> <p>(iii) Recognize and identify the affordances and barriers of computer-mediated communication systems in general for knowledge sharing, and in particular those of enterprise social media;</p> <p>(iv) Illustrate the process of online knowledge sharing by giving concrete examples;</p> <p>(vi) Analyze online knowledge sharing by using social network analysis and visualization;</p>	<p>- Final research assignment (in groups of 2 students) (50%); grades are assigned to research content (60%), research report (20%), research oral presentation (20%)</p> <p>- Final individual written exam (50%)</p>

		(vii) Evaluate the communicative effectiveness of online knowledge sharing; (viii) Propose strategies to optimize online knowledge sharing, from a computer-mediated communication view.	
LIX020M05	Communication Technology	<p>1. Identify how communication technologies augment, amplify, attenuate, filter and rearrange human-human interaction [1.1, 2.1]</p> <p>2. Use concepts from ethnomethodology to describe Computer Supported Work (CSCW) [1.1, 1.2]</p> <p>2. Describe how mechanisms of miscommunication are affected by the use of communication technology, in particular instant messaging [1.1, 1.2]</p> <p>3. Describe how new communicative conventions emerge when using communication technologies in different modalities [1.1, 1.2, 1.3]</p> <p>4. Explain how blockchains work and evaluate claims about the coordination problem(s) they attempt to solve [1.1, 2.1, 2.3, 2.4, 2.5, 4.1]</p> <p>5. Use a select cryptocurrency to transfer value. [1.1]</p> <p>6. Explain how misinformation, gaslighting, amplification, and suppression contribute toward fake news and make recommendations about how to tackle these problems [1.1, 1.2, 1.3, 2.1, 2.3, 2.4, 2.5, 4.1]</p>	<p>There will be three written courseworks</p> <p>Coursework 1: Miscommunication in social media: 30%</p> <p>Coursework 2: Cryptocurrencies: 30%</p> <p>Final Coursework 3: Choice of topic. 40%</p>
<b>semester II</b>			
<b>Vakcode</b>	<b>Vaknaam</b>	<b>Beoogde leeruitkomsten</b>	<b>Wijze van toetsen</b>

LCX070M05	Conversational Interfaces: Practice	<p>Upon successful completion of the course unit, students are able to (where the numbers in brackets refer to the Dublin descriptors cited in the Learning Outcomes of the Master Programme Communication and Information Studies):</p> <ul style="list-style-type: none"> <li>• Implement empirical methods for data collection involving Wizard of Oz and human subjects (2.1; 2.3);</li> <li>• Conduct a task-based evaluation of a particular dialogue strategy (cf. Turing test) (2.1; 2.2; 2.5);</li> <li>• Present their own research via oral and written reports (4.1; 4.2).</li> </ul>	<p>The final grade of this course will be based on three deliverables: (1) the group report; (2) your individual addendum; and (3) the developed system. Each of these components will be graded on the scale of 1 to 10. The final grade is the average of these three grades.</p>
LIX024M05	User Interface Evaluation	<ol style="list-style-type: none"> <li>1. Explain what Usability Engineering is, understand and articulate which phases are involved in this kind of engineering process to ensure that usable software is produced that meet user requirements, identify different methods, techniques and strategies to use in this process, and understand the relationship between the different tasks that belong to the usability engineering lifecycle model (Knowledge and Insight)</li> <li>2. Apply knowledge and insights to a Case Study, provided by someone from the ICT workfield. Each year the problem statement can be different. (Application of knowledge and Insight)</li> <li>3. Reflect on design and design process by processing feedback from experts in the workfield, and substantiate choices and decisions made during the design process (Judgment)</li> <li>4. Present their design and its substantiation orally, visually, and textually to experts in the workfield, and usability specialists (Communication)</li> </ol>	<p>The final course grade is predominantly based on the final report. [...] Knowledge and insight are assessed in the substantiations in assignments and in the final report. The designs proposed for the problem statement introduced in this course demonstrate how well students apply knowledge, insight, and process feedback. Overall critical thinking is assessed throughout the design process, in particular in the substantiations of choices to be made, and decisions to be taken. Various forms of communication (esp. poster and final report) are assessed with</p>



		5. Adequately use knowledge, insights, and skills obtained to similar design problems in various fields (Learning Skills)	respect to coherence and consistency of content, clarity, comprehensibility, accuracy, adequacy, and completeness for academic and practical purposes.
LCX998M20	Ma-scriptie Computercommunicatie	Afhankelijk van het onderwerp en gebruikte methode van de scriptie. Zie voor de beoordelingscriteria het beoordelingsformulier.	Master-scriptie
LCX900M10	Ma-stage Computercommunicatie	Afhankelijk van het onderwerp en gebruikte methode van de stage. Zie voor de beoordelingscriteria de formulieren die het stagebureau hanteert.	Een stageonderzoek bij een organisatie.