### Description of seminars

**Veranstalter*in:** Dr. Paloma Viejo Otero  
**Lecturer:**

<table>
<thead>
<tr>
<th>Titel (dt.)</th>
<th>Blueprint: Designing our own social media platforms (09-60-KMW6-P)</th>
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<tbody>
<tr>
<td>Titel (engl.)</td>
<td>(immer angeben)</td>
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**Beschreibung:**

*Description:*

This course is workshop based and aims to provide students with knowledge and tools that help them conceptualize and design the blueprint of a social media platform alongside specific content. The eminently practical module is divided into the following 6 sections:

1. Research and ideation of a social platform  
2. Design and management of the user's identity on the platform  
3. Design of the platform's temporality  
4. Content governance  
5. Thematic module with the CEO of a social platform (Soecial Guest=  
6. Search and creation of content.

Before registration please be aware the module requires a level of commitment, with your assigned group and each seminar. The module is designed progressively and in groups, so missing a class can affect the rest of the seminar.

**Literatur:**

*Literature:* will be announced at the beginning of the seminar and uploaded in StudIP.