



Faculty of Arts and Social Sciences
Media and Communication Studies

Course Reading

Technical Foundations of Digital Media and Digital Design

Valid from 08/26/2019

Course Code: MKGB90

Course Title: Technical Foundations of Digital Media and Digital Design

Credits: 15.0 ETCS cr

Degree Level: Undergraduate level

Technical Foundations of Digital Media

Books

Beasley, M (2013). *Practical Web Analytics for User Experience : How Analytics Can Help You Understand Your Users*. Amsterdam: Morgan Kaufmann

Blum, A (2012). *Tubes: A Journey to the Center of the Internet*. New York: Ecco

Gralla, P (2006). *How the Internet Works*. Indianapolis: Que

Kelsey, Todd (2017). *Introduction to Google Analytics: A Guide for Absolute Beginners*. Berkely: Springer

Parks, L., & Starosielski, N. (Eds.) (2015). *Signal traffic: Critical studies of mediainfrastructures*. Champaign, IL: University of Illinois Press

Misc.

Bucher, T, Want to be on the top? Algorithmic power and the threat of invisibility onFacebook. *new media & society*, 14(7), 1164-1180

Helmond, A (2015), The platformization of the web: Making web data platform ready. *SocialMedia+ Society*, 1(2), 2056305115603080

Lomborg, S., & Bechmann, A, Using APIs for data collection on social media. *TheInformation Society*, 30(4), 256-265

Added: In addition, course literature comprising 50-100 pages will be provided by the course administrator.

Digital design

Books

Nissenbaum, H. F (2010). *Privacy in Context : Technology, Policy, and the Integrity of Social Life*. Stanford, California: Stanford Law Books

Robbins, J. N (2012). *Learning Web Design A Beginner's Guide to Html, Css, Graphics, and Beyond*. O'Reilly

Tufvesson, A (2014). *Web Strategy Fundamentals*. Karlstad: TUK-förlag

Misc.

Alhlou, F., Asif, S., & Fettman, E (2016), Google Analytics Breakthrough: From Zero to Business Impact. Hoboken, NJ: John Wiley & Sons. ch. 13 Mobile App Measurement, p. 399-428

Clark, D., Nicholas, D., & Jamali, H. R, Evaluating information seeking and use in the changing virtual world: the emerging role of Google Analytics. *Learned publishing*, 27(3), 185-194

Approved by the Faculty Board of Arts and Social Sciences 07/31/2019