## Western University School of Health Studies HS4120B: Social Media & Health Winter 2024

#### 1.0 CALENDAR DESCRIPTION

Social media and its associated technologies have become ubiquitous in all aspects of our lives. This course integrates an understanding of social media with research in health and medicine. This course explores social media uses in health to address methodological, conceptual, ethical, and design issues pertinent to these emergent technologies.

Prerequisites: HS 2250A/B; Registration in the third or fourth year of the School of Health

Studies

**Anti-requisites:** HS 4091B (if taken in 2015-2017)

#### 2.0 LAND ACKNOWLEDGEMENT

We acknowledge that Western University is located on the tradit3Jna(r)3 ()vern Un U.12 72 462.6 (n U)2 (n2 (n2 they are the original caretakers. We acknowledge historical and ongoing injustices that Indigenous Peoples (e.g., First Nations, Métis and Inuit) endure in Canada, and we accept responsibility as a public institution to contribute toward revealing and correcting miseducation, as well as renewing respectful relationships with Indigenous communities through our teaching, research and community service.

#### 3.0 COURSE INFORMATION

Instructor: Eric Collins, PhD

Office: Online (Zoom)

Office Hours: By appointment

**Email:** ecollin9@uwo.ca (48-hour response on weekdays and 72 hours during exams and holidays)

**Lectures:** Thursdays 6:30 p.m. – 9:30 p.m.

**Tutorials:** None

### 4.0 COURSE MATERIALS

There is <u>no required textbook</u> for this course. Assigned readings will be posted to the Resources tool on OWL.

## **5.0 COURSE OBJECTIVES**

In this course, we will explore the relationship between social media and several areas of health. We will begin our exploration by unpacking the history of social media and the development of digital health technologies. Then, we will examine how social media impacts and influences our mental health, sexual health, as well as our interpersonal relationships. We will also investigate how and why social media is used as a tool in medicine, public health, and health promotion. Lastly, we will evaluate how social media has influenced our parenting beliefs and behaviours.

### 5.1 STUDENT LEARNING OUTCOMES

<b>Learning Outcome</b>	<b>Learning Activity</b>	Learning Assessment
Depth and Breadth of Knowledge		
<ul> <li>Understand how and why social media has become a significant tool in our society and examine its overall impact on our health beliefs, health behaviours, and provision of health care.</li> </ul>	Lectures Readings	

## **6.0 EVALUATION**

A+90-100	One could scarcely expect better from a student at this level
A 80-89	Superior work that is clearly above average
В 70-79	Good work, meeting all requirements and eminently satisfactory
C 60-69	Competent work, meeting requirements
D 50-59	Fair work, minimally acceptable.
F below 50	Fail

It is anticipated that the course averages in years 1 through 4 grades will vary and this is the normative breakdown of average grades/year:

**Group presentation (25%).** At the beginning of the term, students will be randomly assigned to a group and are expected to prepare a PowerPoint presentation based on any topic from the course. Group presentations will be submitted through OWL. Group sizes and presentation lengths will be determined based on the final enrollment of this course. A presentation rubric will be posted to the Resources tool on OWL. Presentations are due on March 28.

**Final Exam (40%).** The final exam is **cumulative** and covers all the assigned readings, PowerPoint materials, and the documentary. The final exam consists of 75 questions and is formatted as multiple-choice, true or false, matching, as well as fill-in-the-blanks. The exact date and time will be posted to OWL once the exam schedule is released.

**7.1** 

# **8.1 FORUM TIMETABLE**

Open Date	Due Date	Assessment
Jan 11	Jan 25*	Forum Posting 1

## 14.0 USE OF PLAGIARISM CHECKING SOFTWARE

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the