

<b>Title</b>	<b>Introduction to New Media</b>		
<b>Code</b>	FiF.KKIV/A-boIS-105-1/E54E/00	<b>Teacher</b>	Mgr. Andrea Hřčková, PhD., Mgr. Milan Regec
<b>ECTS credits</b>	4	<b>Hours weekly</b>	2
<b>Prerequisites</b>	-	<b>Semester</b>	2/ Winter
<b>Assessment</b>	Overall evaluation consists of interim weekly tasks, active participation in the class and on social media and the essay at the end of the semester.		
<b>Content</b>	<p><b>Learning outcomes:</b> Critical thinking about new media issues. The ability to utilize new media in various cultural institutions.</p> <p><b>Brief syllabus:</b> Definition of new media. Social networks, forums, wikis, blogs, audio-visual documents, etc. Cyberculture, digital art and new media. Digital libraries, museums, galleries and schools in the digital environment. The impact of new media on human mind. Cybersociety. Robots and cyborgs. Artificial intelligence. Virtual reality and augmented reality Political aspects of new media. E-democracy. Internet of Things. The philosophical basis of new media in the information society. Dark side of the new media: Safety and privacy in new media. Spam and deviance in social media. Manipulation of new media The use of new media and information technologies in libraries and literary culture</p>		
<b>Bibliography</b>	<p>Mark Nunes Error: Glitch, Noise, and Jam in New Media Cultures. Continuum, New York: 2011. ISBN 9781441183422</p> <p>Matteo Stocchetti, Karin Kukkonen. Critical media analysis: an introduction for media professionals. Frankfurt am Main ; New York: 2011. ISBN 9783653007756</p> <p>A. Aneesh, Lane Hall, and Patrice Petro. Beyond Globalization: Making New Worlds in Media, Art, and Social Practices (New Directions in International Studies). Rutgers University Press, New Brunswick: c2012. ISBN 9780813551944</p>		

<b>Title</b>	<b>Search Engine Optimization 1</b>		
<b>Code</b>	FiF.KKIV/A-moIS-213-15	<b>Teacher</b>	Mgr. Andrea Hřčková, PhD., Assistant Professor
<b>ECTS credits</b>	3	<b>Hours weekly</b>	1,5
<b>Prerequisites</b>	-	<b>Semester</b>	3 / Winter
<b>Assessment</b>	Total score consists of interim weekly tasks (usually onpage SEO for non-profit partner websites), presentation and active participation in class		
<b>Content</b>	<p><b>Learning outcomes:</b> Graduates have both theoretical and practical basics of on page SEO.</p> <p><b>Brief syllabus:</b> Findability of websites. Definition of SEO, SEM, search engines. History of SEO. Google algorithm updates Search engine optimization plan. Practical demonstration of the process of SEO. The methodology for selecting keywords. Tools to verify keywords. Quality content on the websites. Copywriting. Linkbaiting Links on the websites. Analysis of positive and negative on page factors. Semantic aspects of optimizing a website. White hat and black hat SEO, search engine spam.</p>		
<b>Bibliography</b>	MOZ. [online]. Available at: <a href="http://www.moz.org">http://www.moz.org</a> Seocentro. [online]. Available at: <a href="http://www.seocentro.com/">http://www.seocentro.com/</a> Seobook. [online]. Available at: <a href="http://www.seobook.com">http://www.seobook.com</a> Search Engine Journal. [online]. Available at: <a href="http://www.searchenginejournal.com/">http://www.searchenginejournal.com/</a> Search Engine Land. [online]. Available at: <a href="http://searchengineland.com/">http://searchengineland.com/</a> Organization of Schemas. [online]. Available at: <a href="http://schema.org/docs/schemas.html">http://schema.org/docs/schemas.html</a>		

<b>Title</b>	<b>Information Systems</b>		
<b>Code</b>	A-boIS.021/15	<b>Teacher</b>	Prof. Jaroslav Šušol
<b>ECTS credits</b>	4	<b>Hours weekly</b>	3
<b>Prerequisites</b>		<b>Semester</b>	1/Winter
<b>Assessment</b>	seminar paper - 40%, final essay - 60%		
<b>Content</b>	<ol style="list-style-type: none"> <li>1. Systems – principal categories and theories.</li> <li>2. Information systems theory, types of information systems.</li> <li>3. Information technology as a system tool.</li> <li>4. Information systems development.</li> <li>5. Information systems management.</li> <li>6. Impact of information systems.</li> </ol>		
<b>Bibliography</b>	<p>Brynjolfsson, Erik, Adam Saunders. 2010. <i>Wired for Innovation: How Information Technology Is Reshaping the Economy</i>. The MIT Press, 2010. 176 p. ISBN 978-0262013666.</p> <p>ZWASS, Vladimir. 1998. <i>Foundations of Information Systems</i>. McGraw-Hill College, 1998. 695 p. ISBN:0697133125.</p> <p>KENDALL, Kenneth E., Kendall Julie E. 2010. <i>Systems Analysis and Design</i>. Pearson Prentice Hall, 2010. 572 p. ISBN 978-0136089162.</p> <p>MINGERS, John, Leslie Willcocks. 2004. <i>Social Theory and Philosophy for Information Systems</i>. John Wiley &amp; Sons, 472 p. ISBN 978-0470851173.</p>		

<b><i>Title</i></b>	<b>Human Communication and Media 1</b>		
<b><i>Code</i></b>	FiF.KKIV/A-boIS-004/15	<b><i>Teacher</i></b>	Pavel Rankov, Doc. PhD., Associate Prof.
<b><i>ECTS credits</i></b>	5	<b><i>Hours weekly</i></b>	3
<b><i>Prerequisites</i></b>	-	<b><i>Semester</i></b>	1 / Winter
<b><i>Assessment</i></b>	Continuously: weekly tasks, presentations, active participation during seminars, essay, final written exam		
<b><i>Content</i></b>	<p>Communication in nature and society</p> <p>Elements, structures and models of communication: dissemination, mediation, perception, content and channels</p> <p>Message and information in philosophy, cybernetics, informatics, psychology and media studies</p> <p>Language and sign, types of signs, denotation and connotation, non-verbal communication</p> <p>Barriers and noise in communication, intent and effect of communication, feed back</p> <p>Media and remediation in culture</p> <p>Oral culture vs. writing</p> <p>Print in communication</p> <p>Mass media and mass culture</p> <p>Digital electronic communication and cyberculture, social media and net culture</p> <p>Dematerialization of communication: hyperrealisty and simulacrum</p>		
<b><i>Bibliography</i></b>	<p>BOLTER, J. D. – GRUSIN, R.: Remediation: Understanding New Media. Cambridge: MIT Press, 1999.</p> <p>FLUSSER, V.: Komunikológia. [Communicology.] Bratislava: Mediálny inštitút, 2002.</p> <p>JIRÁK, J. – KOPPLOVÁ, B.: Média a spoločnosť: stručný úvod do štúdia médií a mediálnej komunikácie. [Media and Society: Introduction to media studies and media communication.] Praha: Portál, 2003.</p> <p>MANOVICH, L.: The Language of New Media. Cambridge: MIT Press, 2001.</p> <p>TUBBS, S. L. – MOSS, S.: Human Communication: Principles and Contexts. 10 ed. New York: McGraw-Hill, 2005.</p> <p>VYBÍRAL, Z.: Psychologie lidské komunikace. [Psychology of Human Communication.] Praha: Portál, 2000.</p>		

<b>Title</b>	<b>Marketing of Library and Information Institutions</b>		
<b>Code</b>	FiF.KKIV/A-boIS-0031/15	<b>Teacher</b>	Mgr. Andrea Hřčková, PhD.
<b>ECTS credits</b>	3	<b>Hours weekly</b>	3
<b>Prerequisites</b>	-	<b>Semester</b>	1 / Winter
<b>Assessment</b>	<p>Total score consists of interim weekly tasks (creation of marketing products in cooperation with the library) and active participation in class (brainstorming).</p> <p><b>Learning outcomes:</b>  Graduates acquire theoretical and practical knowledge about the marketing of library and information institutions. They are able to plan and promote a service or product of a library based on user requirements.</p>		
<b>Content</b>	<p>Marketing. Market research and client requirements of library and information institutions.  SWOT analysis. Marketing plan. Marketing mix. Marketing strategy.  Opportunities for promotion of library products and services. Promoting library on social networks. Guerilla marketing. Viral marketing.  Branding of libraries and information institutions.  Fundraising. Sponsoring, grants, donors and volunteering in the library.  Advertising and public relations of libraries and information institutions</p>		
<b>Bibliography</b>	<p>Dinesh K. Gupta, Christie Koontz, Àngels Massísimo, Réjean Savard. Marketing Library and Information Services: International Perspective. [online]. München: KGSaur, 2006. ISBN-13:978-3-598-11753-4. Available at :  <a href="http://s3.amazonaws.com/academia.edu.documents/30503393/ifla_marketing_library_and_information_services.pdf?AWSAccessKeyId=AKIAJ56TQJRTWSMTNPEA&amp;Expires=1387495189&amp;Signature=WqmV%2FemTgmoPQfl5ftzkO0Ocp8A%3D&amp;response-content-disposition=inline">http://s3.amazonaws.com/academia.edu.documents/30503393/ifla_marketing_library_and_information_services.pdf?AWSAccessKeyId=AKIAJ56TQJRTWSMTNPEA&amp;Expires=1387495189&amp;Signature=WqmV%2FemTgmoPQfl5ftzkO0Ocp8A%3D&amp;response-content-disposition=inline</a></p> <p>Jha, S. M. Marketing non-profit organisations. Mumbai: Himalaya Pub. House, 2009. 470 p. Available at : <a href="http://site.ebrary.com/lib/uniba/Doc?id=10416085">http://site.ebrary.com/lib/uniba/Doc?id=10416085</a></p>		

<b>Title</b>	<b>Theory of Information Science</b>		
<b>Code</b>	FiF.KKIV/A-boIS-009/15	<b>Teacher</b>	Prof. Jela Steinerová
<b>ECTS credits</b>	6	<b>Hours weekly</b>	3
<b>Prerequisites</b>	-	<b>Semester</b>	1 / Winter
<b>Assessment</b>	presentation and discussion (paper) - 40%, final essay - 60%		
<b>Content</b>	<p>Objectives / outputs: To introduce students to background and history of information science, basic categories and applications in information behavior and information seeking and retrieval. To present social benefits and trends of information science.</p> <ol style="list-style-type: none"> <li>1. Information science – introduction, subject, determination. Brief history of information science.</li> <li>2. Basic categories and terminology of information science. Four topical pillars of information science: information retrieval, information behavior, information systems, digital libraries, bibliometrics and webometrics.</li> <li>3. Methodology and basic paradigms of information science. System paradigm, user paradigm. Important founders of information science, J. Shera, G. Salton.</li> <li>4. The concept of information. Basic concepts of information in information science: biological, technological, social, structural. Main authors in information science.</li> <li>5. Information retrieval. Human information behavior. Digital libraries. Main authors: T. Saracevic, P. Ingwersen, N. Belkin. T. Wilson, M. Bates, B. Dervin, C. Kuhlthau.</li> <li>6. Basic theoretical turns and paradigms of information science. Social informatics.</li> <li>7. New trends in research of information science, personal information management, digital libraries.</li> </ol>		
<b>Bibliography</b>	<p>BAWDEN, David, Lyn Robinson 2012. Introduction to Information Science. London: Facet Publishing 2012. 351s. ISBN 978-1-85604-810-1.  NORTON, Melanie J. 2010. Introductory Concepts in Information Science. Medford: Information today, 2010. 210s. ISBN 978-1-57387-394-9.  FLORIDI, Luciano. 2010. Information. A Very Short Introduction. Oxford: Oxford University Press, 130s. ISBN 978-9-19-955137-8.  SARACEVIC, Tefko. 2010. Information Science. In Encyclopedia of Library and Information Sciences. Ed. By Marcia J. Bates, Mary Niles Maack. New York: Taylor and Francis, 2010.</p>		

<b>Title</b>	<b>Information architecture</b>		
<b>Code</b>	<b>FiF.KKIV/A-boIS-004/15</b>	<b>Teacher</b>	Katarína Buzová
<b>ECTS credits</b>	6	<b>Hours weekly</b>	3
<b>Prerequisites</b>	-	<b>Semester</b>	1 / Winter
<b>Assessment</b>	IA project activities – 40%, blog post – 20%, final exam – 40%		
<b>Content</b>	<p>Course objectives: To teach the fundamental concepts, techniques, practices, workflows, and tools associated with the practice of information architecture and user experience design in web and mobile experiences.</p> <p>Effective information systems depend upon a comprehensive awareness of formal structures and a deep understanding of human social, technological and cognitive environments. Information architecture (IA) encompasses the organization, indexing, search, and navigation systems on web sites. These systems must support usability for a web site to be successful. The information architecture of a site ensures that the information conveys its intended meaning to the user of a site while making it easy and efficient for them to find what they need.</p> <p>The focus of the course is to be able to evaluate websites and develop conceptual designs based on the needs of users. Students will receive grounding in the following topics:</p> <ol style="list-style-type: none"> <li>1. user research methods (convey findings with personas and scenarios methods)</li> <li>2. define the main components that make up an IA – organization, labeling, navigation, and searching systems</li> <li>3. discuss information behavior of use</li> <li>4. design sketching (moodboards, wireframes)</li> <li>5. design validation (learn to give and accept critiques of design ideas in a constructive manner)</li> </ol> <p>Syllabus:</p> <ol style="list-style-type: none"> <li>1. IA &amp; design overview, concepts, definitions, structures and tools</li> <li>2. Content representation and mental models</li> <li>3. IA evaluation, context, content, users, user research profiles, user experience, user experience design</li> <li>4. IA research and strategy</li> <li>5. The anatomy of IA – labeling, organization and classification systems</li> <li>6. The anatomy of IA – metadata, facets, navigation and searching</li> <li>7. Main pillars of IA – accessibility, usability</li> <li>8. Main pillars of IA – findability and credibility</li> <li>9. Design and documentation - information architecture structures &amp; tools, usability testing</li> </ol>		

	10. IA, web 2.0 & beyond (semantic web, new trends in design)
<b><i>Bibliography</i></b>	Morville, P. & Rosenfeld, L. 2006. Information Architecture for the World Wide Web (3rd ed.). Cambridge ; Sebastopol, CA: O'Reilly. 528 p., ISBN 9780596527341 Jesse James Garret. 2002. The Elements of User Experience: User-Centered Design for the Web, 208 p., ISBN: 0735712026 Steve Krug. Don't Make Me Think: A Common Sense Approach to Web Usability, 2nd Edition, New Riders, 216 p., ISBN: 0-321-34475-8