

Grading guidelines MEVIT4705/HFIMK9501, autumn 2023

That in order to Pass for the course the student has to submit the portfolio of the in-class tasks, and they also have to submit the exam portfolio, which contains a sample piece of analysis where they have applied what they have learned in the course to their own research topic / research interest, including

- a (visual) representation of all the data you (plan to) analyze for your study and its status (collected, transcribed, coded, analyzed)
- 2 snippets of piloting a creative method covered in class to explore your topic
- 2 brain dumps
- and either a 2-page text explaining what you've done, and what you've found or a reflection of the analytic process in a social media native multimodal format (meme, TikTok video, reel, emoji-poem etc) with a ~ 250 word written explanation.

Portfolio tasks have to demonstrate that the student understands contextual social media analysis, is capable of formulating an adequate research question, relies on a functional understanding of various practices, tactics, and tools for analyzing multimodal social media content, utilizes at least some of the core concepts within the research field of visual social media studies, indicate a fruitful research agenda for making sense of multimodal content and practices online and demonstrate willing experimentation with creative techniques and methods of enacting contextual social media analysis that were covered in class.