



FEDERAL UNIVERSITY OF SANTA CATARINA
HEALTH SCIENCES CENTER
POSTGRADUATE PROGRAM IN NUTRITION

SYLLABUS

I - Identification:

Course title: Special Topics - Social Media in Nutrition Research

Course code: NTR410158

Total class hours: 15 h (1 Credit hour)

Weekly Credit Hours: 3h

Professors:

Anice Milbratz de Camargo (anice.camargo@gmail.com) – Postdoctoral fellow, *instructor* – 0,8C

Giovanna Medeiros Rataichesk Fiates (giovanna.fiates@ufsc.br) – 0,2C

Ruth Wallace (ruth.wallace@ecu.edu.au / [curriculum](#)) – Invited guest

Level: Doctorate and Masters candidates

Year/semester: 2023/2

Schedule: Wed 9-12h (5 classes)

Local: online conference room

II – Objectives

To cover concepts on social media and social networks, recognize the literature on Nutrition research, recognize and discuss methodological and ethical challenges of the field.

III – Description

Concepts of social media and social networks; engagement with technology; scope of quantitative and qualitative research in nutrition involving social media; methodological challenges and strategies; aspects of privacy and ethics.

IV - Course Content and Schedule

Schedule	Content	Professor
Week 1 (3h) 20/09/23	<ol style="list-style-type: none"> 1. Presentation of course syllabus 2. Organization of seminars 3. Explanatory presentation - Concepts of social media and social networks; engagement with technology 	Anice
Week 2 (3h) 27/09/23	<ol style="list-style-type: none"> 1. Explanatory presentation - Methodological challenges and research strategies in social media; aspects of privacy and ethics 2. Group activity 	Anice
Week 3 (3h) 04/10/23	<ol style="list-style-type: none"> 1. Explanatory presentation - Scope of quantitative and qualitative research in nutrition involving social media 2. Sharing experiences (Invited guest - TBC) <u>Guidance for the next class:</u> 3. Preparatory reading: Papers published by Prof. Ruth Wallace (invited foreign guest) 4. Script development for Q&A session with Prof. Wallace 	Anice Guest
Week 4 (3h) 18/10/23*	<ol style="list-style-type: none"> 1. Sharing experiences – Invited guest, Prof. Ruth Wallace, Dr. (Edith Cowan University, Perth, Australia) 2. Q&A session with Prof. Wallace 	Anice Giovanna Ruth
Week 5 (3h) 25/10/23	<ol style="list-style-type: none"> 1. Seminars presentation 2. Course evaluation 	Anice

*Class time might change due to different time zones (BR-AUS)

V – Course’s operating criteria

The course will be taught in English. Explanatory presentations by the instructor will be followed by class discussions. Each student will present a seminar consisting of a paper selected by the instructors (maximum 15 minutes, focus on the methods section of the paper). Each student will also prepare a script of 3 (three) open-ended questions for the invited foreign guest, which should be organized in a document (Word or PDF), and posted on the course's Moodle at least three days before the guest participation. The instructors will select one question from each student’s script for he/she to ask the invited foreign guest.

VI - Evaluation criteria

The evaluation will comprise three grades. The first consists of the seminar presentation (60% of final grade). Students will be assessed by quality and adequacy of the content presented, time and the English language use, posture and depth of the discussion. The second grade consists of the script of questions for the invited foreign guest: adequacy/pertinence of the questions (20% of final grade). The third grade is related to attendance, punctuality, and participation, considering the

average between the teachers' grade and the student's self-assessment grade (20% of final grade). The final grade of the course will be calculated by the weighted average of the activities described above. Scores between 9 -10 will receive an A grade; grades 8 – 9 will receive a B grade; grades from 6 to 8 will receive grade C. The minimum passing grade is 6 points (Resolution 017/CUn/1997). This course does not have a recovery activity for grades below 6. The student may request to withdraw from the course at any time, without prejudice to the student, who may take it together with the subsequent class, if they so wish.

Bibliography

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MENDOZA-HERRERA, K. *et al.* An Overview of Social Media Use in the Field of Public Health Nutrition: Benefits, Scope, Limitations, and a Latin American Experience. **Preventing Chronic Disease**, v. 17, p. E76, 2020.

MORENO, M. A. *et al.* Ethics of Social Media Research: Common Concerns and Practical Considerations. **Cyberpsychology, Behavior, and Social Networking**, v. 16, n. 9, p. 708–713, 2013.

O'BRIEN, H. L.; TOMS, E. G. What is user engagement? A conceptual framework for defining user engagement with technology. **Journal of the American Society for Information Science and Technology**, v. 59, n. 6, p. 938–955, 2008.