



Project Title: Decoding Social Media: Theory and Practice

Project Summary *(150 words maximum)*

This project will launch the first inter-disciplinary social media course at UBC under the direction of Alfred Hermida from the Graduate School of Journalism and Paul Cubbon at the Sauder School of Business. The project is a unique opportunity for the two professional schools to develop a course that combines immersion in social media with a theoretical foundation to equip students with the knowledge, critical thinking ability, and practical skills they will need to understand the evolving digital economy, its opportunities, challenges and impacts on society, industry, individuals and the environment. Changing media habits, the digitization of information, the impact on business models, and managing and communicating information are concerns for both schools. A partnership is a natural fit, and one from which both schools have the potential to harness practical and critical skills, providing students with an advantage when they enter the job market.