

Western University
School of Health Studies
HS 4120B: Social Media & Health
Winter 2021

1.0 CALENDER 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

miss classes, or parts of classes, are responsible for the material they have missed. Instructors are not obliged to review the contents of missed lectures.

3.0 TEXTBOOK

There is no required textbook for this course. Instead, assigned readings will be posted to the Resources tool on OWL.

4.0 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.

4.1 STUDENT LEARNING OUTCOMES

| Learning Outcome | Learning Activity | Learning Assessment |
|--|-------------------|---------------------|
| Depth and Breadth of Knowledge: 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. | Lectures | Quizzes |
| | Readings | Groupwork |
| | Groupwork | Exams |
| Application of Knowledge: Assess real-world scenarios and situations to predict how people will use digital health technologies and interpret the health information found on social media. | Lectures | Quizzes |
| | Readings | Groupwork |
| | Groupwork | Exams |
| Application of Methodologies: Explain the scientific models, concepts, and theories that have been used to understand the relationship between social | | |

formatted as multiple-choice, true or false, matching, as well as fill-in-the-blanks. The midterm

Plagiarism is a major academic offense. Plagiarism is the inclusion of someone else's verbatim or paraphrased text in one's own written work without immediate reference. Verbatim text must be surrounded by quotation marks or indented if it is longer than four lines. A reference must follow right after borrowed material (usually the author's name and page number). Without immediate reference to borrowed material, a list of sources at the end of a written assignment does not protect a writer against the possible charge of plagiarism.

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 licensing agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>).

9.0 POLICY CONCERNING ACADEMIC CONSIDERATION

The University recognizes that a student's ability to meet their academic responsibilities may, on occasion, be impaired by extenuating circumstances, including short-term illness or injury. Reasonable academic consideration is a cooperative process between the University, the student, and academic staff. All participants in the process must act in good faith, and fulfil their respective obligations, if it is to succeed.

Students who experience an extenuating circumstance (illness, injury, or other extenuating circumstance) sufficiently significant as to temporarily render them unable to meet academic requirements, may submit a request for academic consideration through the following routes:

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- **Are advised that all necessary documentation, forms, etc. are to be submitted to academic counselling within two business days after the date specified for**

11.0 HEALTH AND WELLNESS

There are various support services around campus, and these include, but are not limited to:

1. Student Development Centre -- <http://www.sdc.uwo.ca/ssd/>
2. Student Health -- <http://www.shs.uwo.ca/student/studenthealthservices.html>
- 3.