COURSE DETAIL

SOCIAL MEDIA AND HEALTH
Country Taiwan
Host Institution National Taiwan University
Program(s) National Taiwan University
UCEAP Course Level Graduate
UCEAP Subject Area(s) Health Sciences
UCEAP Course Number 210
UCEAP Course Suffix
UCEAP Official Title SOCIAL MEDIA AND HEALTH
UCEAP Transcript Title SOCIAL MEDIA&HEALTH
UCEAP Quarter Units 3.00
UCEAP Semester Units 2.00

Course Description

In the past two decades, social media has drastically shaped our understanding and practice of health. This course provides an overview of theories and methods intersecting with social media and health. Following the historical development of social media, the course covers health citizen engagement (information behaviors), contents (user-generated messages), platform governance (digital surveillance and resistance), and other aspects of social media related to health and healthcare. The course materials draw on interdisciplinary perspectives from public health, communication studies, and science and technology studies. Students will learn how the use and design of social media might reinforce health inequality while critically evaluating different stakeholders' standpoints. Students will also have a chance to analyze health campaigns and select communication strategies for different audiences and sectors. Overall, the course aims to provide students with theoretical lenses and practical tools to engage in meaningful health intervention. The course design also seeks to enhance students' digital health literacy.

Language(s) of Instruction
English

Host Institution Course Number
HBCS7031

Host Institution Course Title
SOCIAL MEDIA AND HEALTH

Host Institution Course Details
https://nol.ntu.edu.tw/nol/coursesearch/print_table.php?course_id=850%20M0320&c...

Host Institution Campus

Host Institution Faculty
College of Public Health

Host Institution Degree
Host Institution Department Institute of Health Behaviors and Community Sciences
Course Last Reviewed 2023-2024

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