

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 Campus

Host Institution Faculty

College of Public Health

Host Institution Degree

Host Institution Department

Institute of Health Behaviors and Community Sciences

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