



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
SOCIAL NETWORKS AND MEDIA LAW	

Lecturer(s)	Department(s)
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Study cycle	Type of the course unit (module)
Second	Optional

Mode of delivery	Course unit delivery period	Language(s) of instruction
Face-to-face	2 (spring) semester	English

Requirements for students	
Pre-requisites: none	Co-requisites (if any): none

Number of credits allocated	Total student's workload	Contact hours	Self-study hours
5	133	32	101

Purpose of the course unit (module): programme competences to be developed		
<p>The aim of the course is to develop students' competences to allocate the legal questions in connection with social media socially and legally. They will be able to classify and analyse the legal problems related to social media and present them in a differentiated way, to develop their own legal proposals based on profound knowledge and to evaluate solutions proposed by others.</p>		
Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
Students will gain in-depth knowledge on legal foundations of social media and social networks, the legal status of the user and his/her rights and obligations and will be able to systemically analyse and critically assess legal, social and ethical consequences of the social, economical and legal developments in this sphere	An interactive method of teaching during lectures and seminars (the analysis of problematic issues, presentations/summaries on assigned topics, group discussions), individual studies (analysis of the relevant legal framework, policy and case-law, reading of academic literature)	Participation in class activities, written exam (essay-type questions)
Students will be able to evaluate the potential violations of European and/or national legal provisions governing the freedom of speech, right to expression, private property, prohibition of hate speech.	An interactive method of teaching during lectures and seminars (the analysis of problematic issues, presentations/summaries on assigned topics, group discussions), individual studies (analysis of the relevant legal framework, policy and case-law, reading of academic literature)	Participation in class activities, written exam (essay-type questions)
Students will be able to integrate knowledge of other areas of law (such as human rights, contract law or data protection) when analysing legal questions in the intersection of these areas of law with social networks and media law as well as providing innovative strategies for legal solutions.	An interactive method of teaching during lectures and seminars (the analysis of problematic issues, case studies, group discussions), individual studies (analysis of the relevant legal framework, policy and case-law, reading of academic literature)	Participation in class activities, written exam (essay-type questions)
Students will be able to assess the contractual arrangements as well as terms and conditions offered by social networking and media service providers.	An interactive method of teaching during lectures and seminars (the analysis of problematic issues, presentations/summaries on assigned topics, group discussions), individual studies (analysis of the relevant legal framework, policy and case-law, reading of academic literature)	Participation in class activities

Students will professionally communicate orally and in written, unambiguously and reasonably convey own well-grounded ideas, arguments and conclusions based on theoretical and practical knowledge and will be able to trigger or to contribute to the discussion with specialists and non-specialists providing their own insights in an international context.	An interactive method of teaching during seminars (the analysis of problematic issues, case studies, presentations/ summaries on assigned topics, group discussions), individual studies (analysis of the relevant legal framework, policy and case-law, reading of academic literature)	Participation in class activities, written exam (essay-type questions)
Students will be able to critically evaluate own accomplishments and to enhance acquired knowledge and skills independently, <i>inter alia</i> , by using legal information data bases and other sources, selecting relevant theoretical and practical material, and substantiating their own conclusions on the achievements of jurisprudence.	An interactive method of teaching during seminars (the analysis of problematic issues, presentations/ summaries on assigned topics, case studies, group discussions), individual studies (analysis of the relevant legal framework, policy and case-law, reading of academic literature)	Participation in class activities, written exam (essay-type questions)

Content: breakdown of the topics	Contact hours						Self-study: hours and assignments		
	Lectures	Consultations	Seminars	Practical sessions	Laboratory activities	Internship/work placement	Contact hours	Self-study hours	Assignments
1. Role of Media platforms and Communication networks v. Traditional Media (Essentials for Social Networks and Media Law; Economic of intermediaries; Media convergence: communication and media content; Interests; Areas of law affected; Role in society)	2		2				4	10	Analysis of the relevant legal framework, reading of academic literature
2. Contractual principles (General terms and conditions; Conclusions of the contract; Ending the contract; Use of data)	2		2				4	13	Analysis of the relevant legal framework and case-law, reading of academic literature; preparation of presentation or summary
3. Profile Setup (Account differences- public authorities, business account, media, private person; Telecommunication; Anonymity and privacy; Data protection; Labelling obligations)	2		2				4	13	Analysis of the relevant legal framework and case-law, reading of academic literature; preparation of presentation or summary
4. Simple Use: making contacts, posting, communication (Criminal law; Surveillance, Protection of minors; Copyright)	2		2				4	13	Analysis of the relevant legal framework and case-law, reading of academic literature; preparation of presentation or summary
5. Prosumer Environment and Users perspective: Commenting, Sharing, Liking (Advanced Use) (Freedom of speech v. Contract law; Liability; Livestreams; Illegitimate Communication; Manipulative content)	2		2				4	13	Analysis of the relevant legal framework and case-law, reading of academic literature
6. Perspective of Social Media Companies (APN: How they design your feed; User interaction)	2		2				4	13	Analysis of the relevant legal framework and case-law, reading of academic literature; preparation of presentation or summary

7. End of the Account: Deleting, Dying, "dead" Network or What happens with the Data? (End of person; End of network, Beyond the end of the account)	2		2				4	13	Analysis of the relevant legal framework and case-law, reading of academic literature; preparation of presentation or summary
8. Relevance for democracies and future regulations (Attention and taxation; Heritability; Protest waves)	2		2				4	13	Analysis of the relevant legal framework and case-law, reading of academic literature; preparation of presentation or summary
Total	16		16				32	101	

Assessment strategy	Weight, percentage	Assessment period	Assessment criteria
Written exam	60	At the end of the course	<p>The assessment will be based on the student's capability to provide arguments in writing in a clear, structured, logical manner, to base their arguments on relevant legal provisions and case-law, to explain possibly different opinions of the academic debate, to provide their own insights and to base them on their own reasonable and convincing argumentation. The maximum number of points that may be received for the written exam is 6 (i.e. 6 points out of the final grade, which is 10 points). In the written exam, two essay-type questions will be provided. They both will have the same weight for the exam grade - 3 points each:</p> <ul style="list-style-type: none"> - 2.1 - 3 points: from excellent to good knowledge and abilities. The questions are fully answered, and the arguments provided are complete, clear, coherent and persuasive. The answers are well-structured, and the ideas are easy to follow. - 1.1 - 2 points: from good to average knowledge and abilities. The arguments provided in the answers show a good level of knowledge of the student, but the arguments are incomplete, not clearly structured, there are some mistakes or some points are missing or are imprecise. - 0.1 - 1 point: knowledge and abilities are below average, but they still meet minimum requirements. The answers to the questions consist of basic ideas, the arguments are mentioned, but not developed, major mistakes as regards the legal assessment are present. - 0 points: failure to meet minimum requirements. The answers to the questions miss the point or are completely underdeveloped.
Participation in the class activities	40	During the semester	<p>Assessment of participation in class activities consists of:</p> <ul style="list-style-type: none"> - individual or group presentations or summaries of assigned topics (capability to critically assess the issues, to identify the most significant features, tendencies and developments related to the particular topic, to provide orally clear arguments in support of their points made in a logical, coherent and structured manner); - participation in discussions (capability to provide correct answers to questions, formulate problems and suggest (search for) solutions, offer thoughtful critical remarks, to raise questions, to provide his or her own insights and arguments in a logical and structured manner, contribute to other participants' ideas). <p>The maximum number of points that may be received for the participation in class is 4 (i.e. 4 points out of the final grade, which is 10 points).</p>

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
Compulsory reading				
Lipschultz, Jeremy	2020	Social Media Communication		Routledge
Lessig, Lawrence	2006	Code version 2.0		Basic Books
Steward, Daxton	2017	Social Media and the Law		Routledge

Kolany-Raiser, Barbara/Hoeren, Thomas	2017	Big Data in Context: Legal, Social and Technological Insights		Springer
Recommended reading				
Gilmore, Glen	2014	Social Media Law for Business		McGraw-Hill Education
Messenger, Ashley	2019	Media Law: A Practical Guide		Peter Lang Publishing
Ryan Garcia, Thaddeus A. Hoffmeister	2017	Social Media Law in a Nutshell		West Academic Publishing
Westell, Sherree	2018	A Practical Guide to Digital and Social Media Law for Lawyers'		Law Brief Publishing
Schwartmann, Rolf; Ear, Sara	2015	Recht der sozialen Medien		C.F.Müller
Ursula Furi-Perry	2019	Social Media Law: A Handbook of Cases and Uses		ABA Book Publishing
Schirnbacher, Martin	2017	Online Marketing und Social Media Recht, 2 Auflage		Mitp Verlag GmbH
Sherree Westell	2018	A Practical Guide to Digital and Social Media Law for Lawyers'		Law Brief Publishing