

**FACULTY OF SOCIETY AND SCIENCE
STUDY COURSE DESCRIPTION**

Course Title:	MEDIA AND DIGITAL ECONOMICS				
Course code (LAIS):	Ekon5023				
Study programme:	Media and Digital Literacy				
Level of Study programme:	<input type="checkbox"/>	1st level professional higher education			
	<input type="checkbox"/>	Professional Bachelor			
	<input type="checkbox"/>	Professional Master			
	<input checked="" type="checkbox"/>	Academic Master			
	<input type="checkbox"/>	PhD level			
Type of Study course:	<input checked="" type="checkbox"/>	Compulsory course (Part A)			
	<input type="checkbox"/>	Professional specialization courses (Part B, compulsory)			
	<input type="checkbox"/>	Professional specialization optional courses (Part B, optional)			
	<input type="checkbox"/>	Elective courses (Part C)			
Course Workload:	Credits	ECTS	Academic hours	Contact hours	Independent work hours
	2	3	80	24	56
Course Author/ Tutor:	Jānis Buholcs				
	Associate professor, Dr. sc. comm.				
	e-mail: janis.buholcs@va.lv				
	Consultation: according to the schedule for each semester				
Study Form:	Full time studies				
Study year, semester:	Year 1, Semester 2				
Language:	Latvian, English				
Prerequisites for the Course:	Basic knowledge of media industry				
Course Summary:	<p>The aim of this course is to provide an overview of the foundational concepts and theories of media economics, with an emphasis on online environment. The term “media” in this course refers to both businesses of content production as well as technology or platform businesses (e.g., online services). During the classes, we will examine how regulation, technological affordances, and economic forces shape the developments of media. The course evaluates various economic aspects of media, including management, finances, and business models.</p>				
Assessment:	Written exam				
Requirements for Credits:	<ul style="list-style-type: none"> - active participation in and preparation for seminars (makes up 35% of the final grade; the student has to participate in at least 2/3 of all seminars) - attaining a positive grade in the written exam (makes up 65% of the final grade) - observation of academic ethics, including the ethical principles of the Vidzeme University of Applied Sciences and The regulations of academic ethics. If a student has broken these principles, he or she will not receive a positive final grade. - If a student does not fulfill all the requirements needed to get a positive grade, he or she will have to take the whole course again next time. 				
Abiding by the Academic Ethics	<p>Students must abide by the academic and research ethics, Vidzeme University of Applied Sciences Ethics Regulations, incl.:</p> <ul style="list-style-type: none"> – study papers must be independently developed; – the study work should reference all statements, ideas and data used that have been authored by someone else; – appropriate data acquisition methods should be used in the acquisition of data, the research ethics must be respected, empirical data must be collected independently and cannot be distorted or falsified; – the examination must be carried out by the student independently, without the use of supporting materials and/or consultations with other students, unless the lecturer states otherwise. 				

	In the event of non-compliance with the academic and research ethics, punishment is imposed in accordance with the ViA Ethics Regulations and the study course must be re-taken, unless the punishment is extramarital.	
Learning Outcomes; the evaluation methods and criteria	Learning Outcomes	The evaluation methods and criteria
	Knowledge	
	Insight into the main economic concepts, theories and ideologies	Seminar, exam
	Familiarity with the various ways how media companies build their businesses	Seminar, exam
	Understanding of factors that form the economic environment of media, including the influence of regulation and technology.	Seminar, exam
	Skills	
	Ability to use of economic concepts to explain the development trends within the media landscape	Seminar, exam
	Ability to reason about challenges and opportunities that various incentives present to emergent and legacy media companies	Seminar, exam
	Ability to analyze business models of contemporary media/technology companies	Seminar, exam
	Competency	
Making economically sound evaluations of media businesses	Seminar, exam	
Critical evaluation of the issues of digital labor in the context of profit-driven media platforms and monetization of user-generated content	Seminar, exam	
Course Compulsory literature:	<ol style="list-style-type: none"> Albarran, A. B. (2010). <i>The media economy</i>. New York: Routledge. Campbell, D. E. (2006). <i>Incentives: Motivation and the economics of information</i>. Cambridge: Cambridge University Press. Chander, A. (2014). How law made Silicon valley. <i>Emory Law Journal</i>, 63(3), 639–694. http://law.emory.edu/elj/content/volume-63/issue-3/articles/how-law-made-silicon-valley.html Christensen, C. M. (1997). <i>The innovator's dilemma: When new technologies cause great firms to fail</i>. Boston: Harvard Business School Press Hung, J. (2010). Economic essentials of online publishing with associated trends and patterns. <i>Publishing Research Quarterly</i>, 26(2), 79–95. Kamenica, E. (2012). Behavioral economics and psychology of incentives. <i>The Annual Review of Economics</i>, 4, 13.1–13.26. Nelson, J. A. & Scheffrin, S. M. (1991). Economic literacy or economic ideology? <i>Journal of Economic Perspectives</i>, 5(3), 157–165. Nixon, B. (2015). The exploitation of audience labour: A missing perspective on communication and capital in the digital era. In E. Fisher & C. Fuchs (Eds), <i>Reconsidering value and labour in the digital age</i> (pp. 99-114). Basingstoke: Palgrave Macmillan. Pollock, R. (2009). Is Google the next Microsoft? Competition, welfare and regulation in internet search. <i>Cambridge Working Papers in Economics</i>. http://www.econ.cam.ac.uk/research-files/repec/cam/pdf/cwpe0921.pdf Stucke, M. E. (2013). Is competition always good? <i>Journal of Antitrust Enforcement</i>, 1(1), 162–197. Swann, P. G. M. (2009). <i>The economics of innovation: An introduction</i>. Cheltenham: Edward Elgar Publishing. 	
Additional literature:	<ol style="list-style-type: none"> Anderson, C. (2009) <i>Free: The future of a radical price</i>. Random House Business Books. Albarran, A. B., Chan-Olmsted, S. M. & Wirth M. O. (Eds), <i>Handbook of media management and economics</i>. Mahwah: Lawrence Erlbaum Associates Publishers. 	

	<ol style="list-style-type: none"> 3. Gehl, R. W. (2014). <i>Reverse engineering social media: Software, culture, and political economy in new media capitalism</i>. Philadelphia: Temple University Press. 4. Hamilton, J. (2004). <i>All the news that's fit to sell: How the market transforms information into news</i>. Princeton: Princeton University Press 5. Knee, J. A., Greenwald, B. C., Seave, A. (2011). <i>The curse of the mogul: What's wrong with the world's leading media companies</i>. New York: Portfolio. 6. Van Dijk, J., & Nieborg, D. (2009). Wikinomics and its discontents: A critical analysis of Web 2.0 business manifestos. <i>New Media & Society</i>, 11(5), 855–874.
Course confirmation date:	December 11, 2019.
Date of course description update:	

Study Course Plan:

Date	Theme	Academic hours		Study Form/ Organization of independent work of students and task description
		Contact hours	Independent work hours	
<i>The date is specified before the implementation of the course</i>	The foundational concepts of economics	2	2	Lecture
	The main economic theories and ideologies	2	4	Lecture
	Market structure: monopoly, oligopoly, and competition	2	4	Lecture
	The big ideas in economy	2	6	Seminar
	Regulation	2	4	Lecture
	Incentives and market intervention: regulation of problematic media content	2	4	Seminar
	Platform economy and digital labor	2	4	Lecture
	Media content and journalism: the perspective of economic value	2	6	Seminar
	Online business models	2	4	Lecture
	Analysis of examples of sharing economy	2	4	Seminar
	Innovation and the transformation on media business	2	4	Lecture
	Exam	2	10	Exam
	Hours total:	24	56	