



Course and Examination Fact Sheet: Spring Semester 2023

6,330: Spring Project: Media, Social Media and the Contestation of Finance

ECTS credits: 4

Overview examination/s

(binding regulations see below)

Decentral - examination paper written at home (in groups - all given the same grades) (35%)

Examination time: term time

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Attached courses

Timetable -- Language -- Lecturer

[6.330.1.00 Spring Project: Media, Social Media and the Contestation of Finance](#) -- Englisch -- [Massoc Elsa Clara](#)

Course information

Course prerequisites

It is recommended that the spring project is taken after all other courses have been effectively completed. In any case, one or both of the methods-related lectures in the BIA programme, i.e. the Qualitative Methods lecture and/or the Quantitative Methods lecture should have been attended successfully. Previous experience with text as data analysis is helpful but not required. forums and platforms.

Learning objectives

Knowledge & Understanding

During this course successful students will: acquire knowledge and understanding of the varieties of anti-finance rhetoric across time, countries and media outlets; gain a methodological training to study discourses in the media and social media; link specific rhetorics to broader ideologies or political attitudes.

Transferable Skills

After successful completion of this course students will be able to effectively carry out their own small collaborative research project. This includes the following skills and competences: to give an overview of existing scientific literature on a chosen topic; to formulate a research question; to develop their own research design; to adequately select and apply social science methods to answer this question; to research and analyse the empirical material required for this; and to formulate the results of their studies in a clear, logical and precise manner.

Course content

Does anti-finance rhetoric developed in different segments of society foster radical politics and "populist" policymaking or, conversely, lead to more robust democratic processes of counterbalancing the power of finance?

To answer this question, we need to examine collective discourses toward finance, how these discourses emerge, and how they vary across time and place. Is the contestation of finance emerging in a social media like Twitter grounded in a contestation of the whole capitalistic system? When and where does the contestation of finance become blurred with conspiracy theories? Is there a line between anti-finance rhetoric developed in the social media and in the "mainstream" media?

Students will define their own research question and put together a research design and methods to answer it while focusing on



a specific media or social media dataset defined in collaboration with the instructor.

In this course, students conduct their own research project on a selected question in the field of telecommunications politics. To this end, they form small groups in which they formulate a research question, develop a research design suitable to answer it, and implement it. The course leads the students step by step through this work process and provides for close supervision and support.

Course structure and indications of the learning and teaching design

It is recommended that the spring project is taken after all other courses have been effectively completed. In any case, one or both of the methods-related lectures in the BIA programme, i.e. the Qualitative Methods lecture and/or the The course takes place as a weekly seminar. The focus is on a regular exchange between the working groups and the lecturer on questions and challenges that arise when working on the selected topics. Questions about the general steps in a research project are dealt with in plenary.

The first part of the course is devoted to developing the research design (question, theory, method).

The second part of the course deals with the empirical implementation of this design (collection and analysis of data, discussion of the results). Students are expected to attend the weekly sessions and to contribute actively. This includes reading the literature, working on the individual research steps, exchanging ideas with the lecturer as well as participating in the plenary discussions and providing feedback to other groups. Methods lecture should have been attended successfully. Previous experience with text as data analysis is helpful but not required.

Course literature

The seminar literature will be announced in the first session and complemented based on the research interests of the participants. It will be made available to students via Canvas.

Additional course information

Elsa Massoc works as an assistant professor in IPE at the School of Economics and Political Science of the University of St. Gallen. She completed her PhD at UC Berkeley in Summer 2018.

One of her research projects examines the critiques of finance on social media, how these critiques emerge and get diffused across different segments of societies. She also studies the political foundations of new practices of retail investment through the analysis of trading forums and platforms

Examination information

Examination sub part/s

1. Examination sub part (1/2)

Examination time and form

Decentral - examination paper written at home (in groups - all given the same grades) (35%)

Examination time: term time

Remark

research design: 2'000 words max.

Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids

Term papers must be written without anyone else's help and in accordance with the known quotation standards, and they must



contain a declaration of authorship which is a published template in StudentWeb.

The documentation of sources (quotations, bibliography) has to be done throughout and consistently in accordance with the chosen citation standard such as APA or MLA.

The indications of the sources of information taken over verbatim or in paraphrase (quotations) must be integrated into texts in accordance with the precepts of the applicable quotation standard, while informative and bibliographical notes must be added as footnotes.

For any work written at the HSG, the indication of the page numbers is mandatory independent of the chosen citation standard. Where there are no page numbers in sources, precise references must be provided in a different way: titles of chapters or sections, section numbers, acts, scenes, verses, etc.

Nature of examination

analog

Examination languages

Question language: English

Answer language: English

2. Examination sub part (2/2)

Examination time and form

Decentral - examination paper written at home (in groups - all given the same grades) (65%)

Examination time: term time

Remark

research project: 6'000 words max.

Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids

Term papers must be written without anyone else's help and in accordance with the known quotation standards, and they must contain a declaration of authorship which is a published template in StudentWeb.

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Nature of examination

analog

Examination languages

Question language: English

Answer language: English

Examination content

Students design and implement research on their own. They are hence asked to demonstrate critical thinking skills, which go



beyond presenting information and reproducing knowledge.

In groups of 3 max. they need to submit:

(1) a first examination paper (max. 2'000 words) in which they present the design of the research project that they seek to implement in the second half of the term. Submission date: April 7th, 5pm.

(2) a second examination paper (max. 6'000 words) in which they present the whole research project, including the empirical analysis and the discussion of the results.

Submission date: June 9th, 5pm.

In addition, over the course of the seminar, students are expected to present and discuss the respective milestones and challenges of their research projects. Students will receive feedback on their presentations and discussions which shall help them when working on their research projects.

Examination relevant literature

Material covered is provided through Canvas. All material will be available before the end of the lecture period.

Please note

Please note that only this fact sheet and the examination schedule published at the time of bidding are binding and takes precedence over other information, such as information on StudyNet (Canvas), on lecturers' websites and information in lectures etc.

Any references and links to third-party content within the fact sheet are only of a supplementary, informative nature and lie outside the area of responsibility of the University of St.Gallen.

Documents and materials are only relevant for central examinations if they are available by the end of the lecture period (CW21) at the latest. In the case of centrally organised mid-term examinations, the documents and materials up to CW 12 are relevant for testing.

Binding nature of the fact sheets:

- Course information as well as examination date (organised centrally/decentrally) and form of examination: from bidding start in CW 04 (Thursday, 26 January 2023);
- Examination information (regulations on aids, examination contents, examination literature) for decentralised examinations: in CW 12 (Monday, 20 March 2023);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 12 (Monday, 20 March 2023);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before the end of the de-registration period in CW 15 (Monday, 10 April 2023).