Digital Platforms\textsuperscript{a, b}

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1 Description
The unit covers current digital platforms, their evolution, and prospects. Skill development includes comprehension of technical aspects and functionality (e.g. protocols, etiquette, security) relevant to the digital economy/ digital life.

2 Teaching and assessment

\textbf{Class format} Presentations, reflections, questions
\textbf{Assignment} Essay on digital platforms — v. Sectors (§ 4) and document structure (§ 5)
\textbf{Workgroups} ca. three (3) students
\textbf{Criteria} Traceability, objectivity, precision, accuracy (Perdicoúlis, 2012)

3 Programme

\textbf{S01} Unit presentation and logistics
\textbf{S02} Information in context (e.g. data, comprehension, knowledge)
\textbf{S03} Platforms A: Direct communications (e.g. email, SMS, apps)
\textbf{S04} Information A: technical sensitivity (e.g. fragmentation, redundancy, saturation)
\textbf{S05} Platforms B: Digital homestead/ Websites (e.g. corporate, professional, personal)
\textbf{S06} Evolution from classic/ traditional to digital
\textbf{S07} Objectives and outcomes (e.g. metrics, perception, satisfaction)
\textbf{S08} Platforms C: Social media (e.g. Instagram, Facebook)
\textbf{S09} Information B: tactic sensitivity (e.g. mis-, dis-, mal-)
\textbf{S10} Platforms D: Mobile (e.g. apps, marketing)
\textbf{S11} Digital economy A: e-business (e.g. economy, sectors, entreprise, globalisation)
\textbf{S12} Digital economy B: e-marketing (e.g. market, brands, promotion, sales)
\textbf{S13} Platforms E: Tele-work (e.g. Zoom, Teams)
\textbf{S14} Digital life and society: (e.g. privacy, regulation, forthcoming generations)

\textsuperscript{a} Software Engineering (Teaching)
\textsuperscript{b} Corresponds to the unit’s generic configuration — v. SIDE for current specifics
4 Sectors

1. Information ....................................................... e.g. news, social media
2. Entertainment ...................................................... e.g. media streaming
3. Social events ........................................................ e.g. fashion, tourism
4. Food ........................................................... e.g. products, restaurants
5. Business ............................................................ e.g. sales, renting
6. Innovation ................................................................. e.g. R&D, finance

5 Document structure

1. Situation and context ...................................... e.g. re: concerns, people, place
2. Intents and conditions ...................... e.g. re: vision; desired outcomes; environment
3. Action scenarios ................... e.g. re: what can be done; ‘zero-action’ option
4. Discussion and decision ......................... e.g. re: efficacy & side effects; global view
5. Observations ................................................ e.g. re: outlook; observations

6 Reading list


