

# MEVIT4310 Media Innovations

## Course evaluation, Spring 2016

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Around 20 students from 13 different countries participated in the course MEVIT4310 Media Innovations, spring 2016. The variety in backgrounds was ideal for getting different viewpoints and good discussions in the group.

The course has a practical approach and the students are given a glimpse into what is going on behind the scene in big media companies. The theory is used to understand better the real life examples provided.

In the mid-term evaluation the students expressed that they appreciated the insights into how the media industry works in practice, and that they understood the relevance of the syllabus better when relating to these case examples.

The course introduces central aspects from the Service Dominant Logic (SDL) and applied the lenses of SDL on various stages of the Media Innovation processes. The students valued these perspectives and realized the benefits of using practical tools from Service Design and Service Innovation.

The annual visit to Telenor at Fornebu is popular among the students. Especially the guided tour in Telenor Innovation Centre and the exploration of virtual reality (VR) was highly valued this time.

In the mid-term evaluation the students asked for more reflections around ethical dilemmas faced in media innovations. We therefore invited Charles Ess to give a talk on "Innovative ethics". With 13 different nationalities in the class, he got many different viewpoints on the dilemmas and a very good discussion of the topic.

The course evaluation was very positive regarding the teaching; it was perceived as well structured and engaging.

The examination in the course consists of two parts: An individual written exam and a group assignment. The individual exam counts for 60% of the final grade, the group assignment for 40%.

The group assignment is an important part of the course because we believe that working in teams is essential when developing innovations. The group dynamic was very good this year and the students enjoyed to discuss their ideas. All the different backgrounds and nationalities were regarded as an advantage for the team work and increased the learning effects.

This spring, the course had for the first time a digital examination on the individual exam. This was successful both for the students and for the evaluators. The students could easily edit their texts during the exam and the evaluators could more easily read the answers.

A total of 17 students completed the course spring 2016.

*Examination results:* A: 2, B: 4, C: 4, D: 5, E: 2

This course is closely connected to the "Centre for Research on Media Innovations".

Link: <http://www.hf.uio.no/imk/english/research/center/media-innovations/>