



Course Outline

Course number	RBE359				
Course title	Social Media Law				
Credit points	3 ECTS				
Total hours	75				
Contact hours	32				
Independent studies	43				
Course level	Bachelor				
Prerequisites	EU Law				
Category	Mandatory		Restricted elective	X	Free elective

COURSE RESPONSIBLE

<i>Name</i>	<i>Academic degree</i>	<i>Academic position</i>
Rūta Liepiņa	PhD	Associate Professor

COURSE TEACHERS

<i>Name</i>	<i>Academic degree</i>	<i>Academic position</i>
Rūta Liepiņa	PhD	Associate Professor

COURSE ABSTRACT

Social Media Law examines the legal frameworks governing social media platforms and their role in the modern digital society. In a world where a large share of the global population uses at least one social media platform, the course explores the rights and obligations of users, businesses, and platform providers. It focuses on the intersection of legal regimes governing social media platforms and the activities that occur within them.

The course examines the regulation of major technology companies and their role in Internet governance and the digital platform economy. Companies such as Google, Meta (Facebook/Instagram), YouTube, and TikTok are used as case studies to understand how social media platforms operate and how their business models have evolved. The course also situates current legal debates within the broader historical development of the Internet and the emergence of platform-based business models.

Key topics include the history and development of the Internet, the functioning of online platforms and platform-based business models, and the legal frameworks applicable to social media. Students will examine selected areas of law relevant to social media platforms, including data protection law (GDPR), the E-Commerce Directive, contract law, consumer protection law (including the Unfair Contract Terms Directive and the Unfair Commercial Practices Directive), and newer platform regulations such as the Digital Services Act. Practical case studies examine areas such as social media influencers, social commerce, political advertising, deepfakes, and others.

By the end of the course, students will be able to explain the main legal frameworks applicable to social media platforms, analyse relevant case law, and critically assess regulatory and evidentiary challenges arising in the governance of digital platforms. Assessment consists of a group case study and presentation (50%), a seminar participation and in-class assignment component (10%), and a final written exam (in-class, open book, 40%).

GRADING CRITERIA

<i>Criteria</i>	<i>Weighting</i>
Attendance at lectures is not compulsory. Attendance and participation in seminars form part of the overall assessment and contribute to the final grade. If students have not completed the group work and seminar tasks, they will not be allowed to retake the final exam.	
Group work (case study and presentation)	50%
Seminar assignments (in-class)	10%
Written exam (in-class, open book)	40%

COURSE PLAN – MAIN SUBJECTS

No.	<i>Main subjects</i>	<i>Planned hours</i>
1	Foundations of the Internet and platforms	6
2	Legal frameworks governing social media platforms	10
3	Platform regulation and public governance	8
4	Emerging technologies and applied analysis	8