

# Syllabus

- **Term:** Fall 2018
- **Instructor:** Dr. Jennifer Golbeck, Professor of Information Studies, [jgolbeck@umd.edu](mailto:jgolbeck@umd.edu)  
4105E Hornbake
  - **Office Hours:** 12-1:30pm Thursday
- **TA:** Jessica Diebert
  - **Office Hours:** Hornbake 0215A, 5-6p on Wednesdays
- **Textbook:** [Jennifer Golbeck, Analyzing the Social Web](#)

## Introduction

The proliferation of social media – social networking websites, blogging and microblogging, and other forms of online interaction and content generation – has introduced a powerful tool for people to communicate and share information. This course will introduce methods for analyzing and understanding how people use these technologies and their societal implications.

The course will introduce students to the science and social science of network analysis. Through real world examples, including analysis of their own social networks, students will develop skills for describing and understanding the patterns and usage of services like Facebook, Twitter, YouTube, and others. Students will read classic and cutting edge articles and books about these topics and discuss their applicability to this new social media. The class will culminate with a capstone project in which students will apply the analysis methods they have learned to understanding a particular question about social networks and social media.

## Student Learning Outcomes

The objectives of this course for students are as follows:

- Understand to the basic concepts of social network analysis
- Collaborative with peers to apply these methods to a variety of social media
- Understand the link between qualitative and quantitative methods of social network analysis
- Understand how these social technologies impact society and vice versa

## Grading

The course outcomes will be assessed through the following mechanisms:

40% Homework assignments (problem sets, papers, short analysis projects)

10% In class quizzes (your one lowest quiz score will be dropped)

15% Midterm Exam

10% Class Participation

25% Final Project

- Final grades will be assigned based on your weighted average in the class using the following categories:

**A+** More than 97.0\*

**A** 93.0 - 96.9

**A-** 90.0 - 92.9

**B+** 87.0 - 89.9

**B** 83.0 - 86.9

**B-** 80.0 - 82.9

**C+** 77.0 - 79.9

**C** 73.0 - 76.9

**C-** 70.0 - 72.9

**D+** 67.0 - 69.9

**D** 63.0 - 66.9

**D-** 60.0 - 62.9

**F** Less than 60

\* Note: To receive an A+ you must have demonstrated significant contributions to the class in addition to achieving this numeric grade.

## Detailed Schedule

- This is a tentative schedule subject to change.
- 

30-Aug	Class Intro, network structure
4-Sep	Network Structure
6-Sep	Network Structure
11-Sep	Gephi Intro, Visualization Basics
13-Sep	Network Statistics
18-Sep	Visualization
20-Sep	Visualization
25-Sep	Visualization lab
27-Sep	Trust
2-Oct	Trust
4-Oct	Tie Strength
9-Oct	Midterm review
11-Oct	Midterm
16-Oct	Creating networks
18-Oct	Creating networks
23-Oct	Connecting content and structure
25-Oct	Connecting content and structure
30-Oct	Content/structure Lab
1-Nov	Analytics
6-Nov	Propagation
8-Nov	Privacy
13-Nov	Privacy
15-Nov	AI and social networks
20-Nov	AI and social networks
22-Nov	THANKSGIVING
27-Nov	Bias
29-Nov	Online Harassment
4-Dec	Final Review

## Extensions

If you have to miss a deadline, you should inform the instructor as soon as possible, indicating when you will submit your work. The instructor will try to accommodate your needs. You should use this clause only for extraordinary personal reasons (e.g., personal illness, death in the family, etc.), not because you are busy with other classes, have a career fair to attend, etc. The general policy is that late work will be deducted 20% of its total grade per calendar day, starting on the same day it is due. It is at the instructor's discretion to accept late work and assign late penalties.

There will be no make up or extensions on in-class quizzes.

## **University Policies**

For university course policies, review [go.umd.edu/ug-policy](https://go.umd.edu/ug-policy)