

## Course Syllabus

### Course Description

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.

### Objectives and Learning Outcomes

The objectives of this course for students are as follows:

- Understand to the basic concepts of social network analysis (Evaluation: problem sets)
- Collaborative with peers to apply these methods to a variety of social media (Evaluation: projects)
- Understand the link between qualitative and quantitative methods of social network analysis (Evaluation: short analysis papers)
- Understand how these social technologies impact society and vice versa (Evaluation: in-class exercises)

### Books

- [Analyzing the Social Web \(http://www.amazon.com/exec/obidos/ASIN/0124055311/j16t3i5j15-20\)](http://www.amazon.com/exec/obidos/ASIN/0124055311/j16t3i5j15-20), by Jennifer Golbeck

Please also get the [Errata here \(http://analyzingthesocialweb.com/errata.shtml\)](http://analyzingthesocialweb.com/errata.shtml).

### Course Outline

The course will be a combination of lecture, hands-on exercises, and discussion. Assignments will include the application of technologies to given tasks, analysis and writing of results on small projects, and a larger course capstone project that integrates the types of insights and analysis learned in class to study a specific type of social media.

### Homeworks

Late policy: for assignments turned in a day or less late, you will lose 25% of your grade. Assignments more than a day late will not be accepted.

**Academic Integrity** The University of Maryland, College Park has a nationally recognized Code of Academic Integrity, administered by the Student Honor Council. This Code sets standards for academic integrity at Maryland for all undergraduate and graduate students. As a student you are responsible for upholding these standards for this course. It is very important for you to be aware of the consequences of cheating,

fabrication, facilitation, and plagiarism. For more information on the Code of Academic Integrity or the Student Honor Council, please visit <http://www.shc.umd.edu> (<http://www.shc.umd.edu>).

## Course Summary:

**Date**

**Details**



