Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CNT416	Social Media	8	2	0	0	2	2

Prerequisites	
Admission Requirements	

Language of Instruction	French
Course Type	Elective
Course Level	Bachelor Degree
Objective	Social media acts as a new interface for many technology applications due to the latest technological and social developments / changes. The main objective of the course is to enable students who have received intensive and only engineering training for four years to become aware of the effects of the products and applications they develop on society and the environment. 'individual. The course, which will be taught from a general perspective to the individual, aims to make the student aware of social media reflections in the fields of sociology, law, psychology, anthropology, communication and of information technology. This is to introduce students to the history of social media, their sociological power, their media power and the characteristics that a new social media product and / or application must have as well as the process of treatment. data continuously collected via social media and their values. Each part of the course will be given by experts in the appropriate field. In addition, the student will be supported by additional reading.
Content	Week 1: Introduction to Social Media - General Course Introduction Week 2: Definition of "technology" and its relation to society Week 3: A historical look at the relationship between technology and society: Social factors that shape the concept of social media Week 4: The roles played by social media platforms in transforming social values Week 5: The Effects of Social Media Platforms on the Individual Week 6: The roles of engineers and the roles of engineers in the relationship between technology and society Week 7: Information Society Reality Experiences: Representation of Virtual Reality in Fiction Week 8: Youtube as a participatory culture Week 9: Community relations on social media Week 10: Social media as a new public sphere Week 11: Media Convergence with Social Media and Internet Technology Week 12: Social Media as a Media of Otherness: Virtual Lynching and Otherization Week 13: Social networking sites as a type of virtual community - functioning as a marketing communication channel Week 14: Review of Social Media from a Data Science Perspective
References	Articles accepted in the literature in Turkish, English and French will be presented to students as further reading throughout the semester.

Theory Topics

Week	Weekly Contents
1	Introduction to Social Media - General Course Introduction
2	Definition of "technology" and its relation to society
3	A historical look at the relationship between technology and society: Social factors that shape the concept of social media
4	The roles played by social media platforms in transforming social values
5	The Effects of Social Media Platforms on the Individual
6	The roles of engineers and the roles of engineers in the relationship between technology and society
7	Information Society Reality Experiences: Representation of Virtual Reality in Fiction
8	Youtube as a participatory culture
9	Community relations on social media
10	Social media as a new public sphere
11	Media Convergence with Social Media and Internet Technology

Week	Weekly Contents
12	Social Media as a Media of Otherness: Virtual Lynching and Otherization
13	Social networking sites as a type of virtual community - functioning as a marketing communication channel
14	Review of Social Media from a Data Science Perspective