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	The purpose of the Social Media course is to give a different perspective to the students of Computer Engineering about the Social Networks wich open up a new dimension in their own professional research / study fields. Social Media has changed the practices of both daily and business life and has become an important part of communication strategies. During the course, its media concept, social networking features and their usage in different areas will be discussed. The lessons will be processed with a narrowing perspective from general to a specific point of view and will be presented in 3 main sections. These sections, which have a sociological, mediatic and informational perspective, will be narrated in a flow that is directly related to each other, on which the different features of social media will be discovered by Computer Engineering students.
Content	Week 1: Historical articulation of agricultural, industrial and information societies Week 2: Understanding the contemporary world: Conceptual, economic and moral components of post-industrial society Week 3: Human interaction in information system: social meanings and functions of social media Week 4: The effects of social media on the individual Week 5: The impact of social media on society Week 6: The reality experiences of the information society: Representation of the virtual reality Week 7: Social media as new public space and politics Week 8: Midterm Exam Week 9: A new media campaign: Social Media Week 10: Changing paradigms of social media and persuasion strategies: Week 11: Social media and digital marketing Week 12: The formation and strategic use of "Big Data" over networks Week 13: Examination of social networks - Large Data Analysis Week 14: Examination of Social Networks - Complex Network Analysis
References	1. Boyd, D. (2014). It's complicated: The social lives of networked teens. Yale University Press. 2. Perrin, A. (2015). Social media usage. Pew Research Center. 3.Scott, D. M. (2015). The new rules of marketing and PR: How to use social media, online video, mobile applications, blogs, news releases, and viral marketing to reach buyers directly. John Wiley & Sons. 4. Fuchs, C. (2017). Social media: A critical introduction. Sage. 5.Ruths, D., & Pfeffer, J. (2014). Social media for large studies of behavior. Science, 346(6213), 1063-1064.

Theory Topics

Week	Weekly Contents
1	Historical articulation of agricultural, industrial and information societies
2	Understanding the contemporary world: Conceptual, economic and moral components of post-industrial society
3	Human interaction in information system: social meanings and functions of social media
4	The effects of social media on the individual
5	The impact of social media on society
6	The reality experiences of the information society: Representation of the virtual reality
7	Social media as new public space and politics
8	Midterm Exam
9	A new media campaign: Social Media

Week	Weekly Contents
10	Changing paradigms of social media and persuasion strategies
11	Social media and digital marketing
12	The formation and strategic use of "Big Data" over networks Week 13: Examination of social networks - Large Data Analysis Week 14: Examination of Social Networks - Complex Network Analysis
13	Examination of social networks - Large Data Analysis
14	Examination of Social Networks - Complex Network Analysis