

1.	Course Title	Social media networks
2.	Code	F18L3W161
3.	Study program	Software engineering and information systems
4.	Study Program Organizer	Faculty of Computer Science and Engineering
5.	Degree (first, second, third cycle)	first cycle
6.	Academic year / semester 4 / winter / optional	7. ECTS credits 6
8.	Teacher	associate professor Marija Mihova
9.	Course enrollment prerequisites	Вовед во мрежна наука
10.	<p>Course program goals (competencies): 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</p>	
11.	<p>Course program content: The proliferation of social media and 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 apply the analysis methods they have learned to understanding a particular question about social networks and social media.</p>	
12.	<p>Learning methods: Lectures using presentations, interactive lectures, exercises (using equipment and software packages), teamwork, case studies, invited guest lecturers, independent preparation and defense of a project assignment and seminar work.</p>	
13.	Total available time	6 ECTS x 30 hours = 180 hours
14.	Distribution of the available time	30 + 45 + 15 + 15 + 75 = 180 hours

15.	Teaching activity forms	15.1.	Lectures – theoretical teaching	30 hours
		15.2.	Exercises (laboratory, auditory), seminar papers, teamwork	45 hours
16.	Other activity forms	16.1.	Project Tasks	15 hours
		16.2.	Independent Learning Tasks	15 hours
		16.3.	Home learning	75 hours
17.	Assessment methodology			
	17.1.	Tests		10 points
	17.2.	Seminar paper/project (presentation: written and oral)		10 points
	17.3.	Activity and learning		10 points
	17.4.	Final exam		70 points
18.	Assessment criteria (points/grade)	up to 50 points		5 (five) (F)
		51 to 60 points		6 (six) (E)
		61 to 70 points		7 (seven) (D)
		71 to 80 points		8 (eight) (C)
		81 to 90 points		9 (nine) (B)
		91 to 100 points		10 (ten) (A)
19.	Course completion and final exam requirements	Realized activities 15.1 and 15.2		
20.	Teaching Language	Macedonian and English		
21.	Teaching quality evaluation method	Internal evaluation mechanisms and questionnaires		
22.	Course Material			
	22.1.	Mandatory course material		

No	Author	Title	Publisher	Year
1	By David Easley and Jon Kleinberg	Networks, Crowds, and Markets Reasoning About a Highly Connected World	Cambridge University Press	2010
2	Guy Kawasaki, Peg Fitzpatrick	The Art of Social Media: Power Tips for Power Users	LLC	2014
3	Dave Kerpen	Likeable Social Media	McGraw-Hil	2015
4	Charu C. Aggarwal	Social Network Data Analytics	Springer	2011
22.2. Additional course material				
No.	Author	Title	Publisher	Year