

# MASTER IN WEBDATAMETRICS: WEB-BASED DATA COLLECTION AND ANALYSIS

## EN1. RESEARCH ON ONLINE SOCIAL NETWORKS AND NETWORK ANALYSES,

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5 ECTS

■ **Objectives :** The general objective of the course is to provide students with the insight into the growth of social networks as a valuable source for research. The special focus of the course will be on the social sciences. The general objective of the course is also to provide students with the knowledge on how to build and manage an online community for a specific topic of interest.

The specific objectives are to:

1. Introduce students to online social networks, their expansion and research potential
2. Introduce students to the technical and ethical issues in the use of data generated by social networks.
3. Introduce students to issues of building online communities, community membership and participation.
4. Introduce students to combining internet and social networks in research design.

■ **Competences:** On completion of this course, the students will be able:

1. To understand and embrace the issues of social networks and their value for research.
2. To recognize the value of data gathered by social networks for research.
3. To understand the impact of social networks and building online communities on research planning.
4. To understand the dynamics of online communities community membership, and research participation.
5. To utilize the online communities on acquiring health-related information and research literacy.
6. To navigate the technical and ethical issues regarding the social-networks generated data.
7. To know how to build and manage a research oriented online community.

■ **Programme:** The course will focus on the growth of social networking as a valuable data source for research with special accent on the social sciences. Starting with the general overview of social networking expansion in recent years, the course will encompass the technical and ethical issues in the use of data generated by social networks as well as the added value and benefits of such data. The course will also cover the issues of building online communities, community membership and understanding research concepts, community membership and participation in research as well as combining social networks and internet in research. The special focus of the course will be on the importance of online communities on health-related information and improving research literacy.

■ **Expected learning outcomes:** By the end of this course, the students will be able to:

1. Select and integrate information from various sources, including electronic and print resources, to navigate the issues of social networks and their value for research.
2. Describe, evaluate, and communicate the impact of research and other accomplishments in the field of social networks and online community on our understanding of research.
3. To communicate ideas about the impact of online communities on understanding scientific research and decision to participate in research.
4. To analyze social network research regarding the impact on health-related information and other science-related information.
5. Formulate scientific questions about technical and ethical issues in the use of social-networks generated data.
6. Plan ways to model research based on social networks data.
7. Build and manage an online community.

■ **Methodology:** Face to face teaching, live video class system, online learning, online supervision, powerpoint presentations, independent assignments, essays

■ **Evaluation system:**

1. Class participation – 10% of the grade
2. Mid-Term essay – 30%
3. Research project plan – 30%
4. Final exam – 30%

■ **Remarks:** No special prerequisites are needed

■ **Online resources:** Will be posted by the beginning of the master course.

■ **Bibliography** Will be posted by the beginning of the master course.

■ **Employment opportunities** Will be posted by the beginning of the master course.