COURSE DETAIL

SOCIAL MEDIA COMPUTING
Country Singapore
Host Institution National University of Singapore
Program(s) National University of Singapore
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Computer Science
UCEAP Course Number 142
UCEAP Course Suffix
UCEAP Official Title SOCIAL MEDIA COMPUTING
UCEAP Transcript Title SOCIAL MEDIA COMP
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description
Social networks are here to stay and will have increasing impact in our society and life. Through a wide variety of social network platforms, users are actively communicating with friends and strangers on a wide variety of topics; sharing all kinds of information ranging from text, photos, videos and venue check-ins; following activities of others, and commenting on each other's posts. This ushers in a new era of communications that involves complex user relationships, and new modes of information exchanges. The ability to understand the complex exchanges in such social networks and their implications to society is thus very important. This course introduces the technical aspects of this problem to cover the techniques of analyzing the complex social relation networks between users, the contents they shared, and the ways contents and events propagate through the social networks. The analysis provides better understanding of the concerns and interests of users, and uncovers live and emerging events that affect the community. The social network to be studied include microblogs sites like Twitter, social communication sites like Facebook, location sharing sites like 4Square, photo sharing sites like Instagram and Flicker, as well as forums and blogs.

Language(s) of Instruction
English

Host Institution Course Number
CS4242

Host Institution Course Title
SOCIAL MEDIA COMPUTING

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Computer Science
Course Last Reviewed

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