COURSE DETAIL

COMMUNICATION IN SOCIAL MEDIA
Country Netherlands
Host Institution Utrecht University
Program(s) Utrecht University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Communication
UCEAP Course Number 104
UCEAP Course Suffix
UCEAP Official Title COMMUNICATION IN SOCIAL MEDIA
UCEAP Transcript Title COMM: SOCIAL MEDIA
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course evaluates social media use and investigates which strategies can be employed to influence communication and the ethical questions they raise. Students investigate the power of words, images, and stories. The course considers the impact of attention in social media and the role of influencers. The course discusses how language technology can help in automatically analyzing communication and get a better insight into people's behavior and user groups. Techniques such as sentiment analysis, trend analysis, media analytics, and visualization of communication are discussed. The course focuses on how social media can be employed in our society, such as in small and large companies, in non-profit organizations, and within the government. Students learn to critically analyze existing social media strategies and to develop innovative communication strategies in one of these settings. Students also discuss the value of social media data in current algorithmic society and how data is employed to shape social behavior, generate economic value, impact political choices, and consider the privacy and ethical questions they raise.

Language(s) of Instruction
English

Host Institution Course Number
TL2V19002

Host Institution Course Title
COMMUNICATION IN SOCIAL MEDIA

Host Institution Course Details
https://osiris.uu.nl/osiris_student_uuprd/OnderwijsCatalogusZoekCursus.do

Host Institution Campus

Host Institution Faculty
Faculty of Humanities

Host Institution Degree

Host Institution Department
Languages, Literature, and Communication

Course Last Reviewed
2021-2022

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