

COURSE DETAIL

UNDERSTANDING SOCIAL MEDIA

Country

United Kingdom - England

Host Institution

University of Manchester

Program(s)

University of Manchester

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Statistics

UCEAP Course Number

102

UCEAP Course Suffix**UCEAP Official Title**

UNDERSTANDING SOCIAL MEDIA

UCEAP Transcript Title

SOCIAL MEDIA

UCEAP Quarter Units

8.00

UCEAP Semester Units

5.30

Course Description

This course provides an introduction to the theory and practice of using social media data for research and enables the development of transferable research and data skills. Such skills are in demand in the research and consultancy profession across the public and private sectors. After reviewing the different data types including Facebook and Twitter, students consider how to access and analyze such data. This, in part, includes developing the student's critical data skills, hands-on training, and practice analyses on real social media data such as coding Tweets and blogs. This involves the use of on-line software to gather social media data. The course involves the development of research design skills including hypothesis testing, data analysis, and interpretation and writing skills. The emphasis on the use of real data to answer questions is designed to engage students and for them to consider using such approaches as part of their own dissertation research.

Language(s) of Instruction

English

Host Institution Course Number

SOST10012

Host Institution Course Title

UNDERSTANDING SOCIAL MEDIA

Host Institution Campus

University of Manchester

Host Institution Faculty

Host Institution Degree

Host Institution Department

Social Statistics

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