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 Course Details
https://www.manchester.ac.uk/study/undergraduate/courses/2023/18105/baecon-econ...

Host Institution Campus
University of Manchester

Host Institution Faculty

Host Institution Degree

Host Institution Department
Social Statistics

Course Last Reviewed
2022-2023

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