COURSE DETAIL

#NEWS ON TIKTOK: THEORY, CONCEPTS, AND METHODS FOR UNDERSTANDING AND ANALYZING NEWS ON SOCIAL MEDIA PLATFORMS

Country
Germany

Host Institution
Free University of Berlin

Program(s)
Free University Berlin

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Communication

UCEAP Course Number
123

UCEAP Course Suffix

UCEAP Official Title
#NEWS ON TIKTOK: THEORY, CONCEPTS, AND METHODS FOR UNDERSTANDING AND ANALYZING NEWS ON SOCIAL MEDIA PLATFORMS

UCEAP Transcript Title
#NEWS ON TIKTOK

UCEAP Quarter Units
5.50

UCEAP Semester Units
3.70

Course Description

In this course, students learn to conceptually understand and empirically explore how news content is evolving in response to social media platforms. The first seminar introduces students to key theoretical concepts related to the platformization of journalism, the adaptation of news to TikTok's affordances, and audience-centered approaches to understanding what constitutes news on TikTok. Students learn to critically engage with current studies on news on social media and develop their own questions for empirical research. In the second seminar, students gain an overview of methods for audiovisual content analysis, ranging from qualitative and quantitative approaches to computational analyses. Students learn about key steps of the data collection and analysis of TikTok content. The coupled seminars are structured around an empirical group project, allowing students to directly apply the concepts and methods related to news content on TikTok.

Language(s) of Instruction
English

Host Institution Course Number
28632,28633

Host Institution Course Title
WHAT IS #NEWS ON TIKTOK? THEORY AND CONCEPTS FOR UNDERSTANDING NEWS IN THE SOCIAL MEDIA AGE & METHODS FOR ANALYZING NEWS ON SOCIAL MEDIA PLATFORMS

Host Institution Course Details
https://www.fu-berlin.de/vv/en/lv/996163?m=202560&p=202555&pc=126921&sm=934771

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Institut für Publizistik- und Kommunikationswissenschaft

Course Last Reviewed
2025-2026

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