

Study Programme: Information Technologies		
Course Unit Title: Social Networks		
Course Unit Code: IT622		
Name of Lecturer(s): Miloš Savić		
Type and Level of Studies: Bachelor Academic Degree		
Course Status (compulsory/elective): Elective		
Semester (winter/summer): Summer		
Language of instruction: Serbian (primary), English (secondary)		
Mode of course unit delivery (face-to-face/distance learning): Face-to-face		
Number of ECTS Allocated: 6		
Prerequisites: None		
Course Aims: The objective of the course is to introduce students to the theoretical concepts, techniques and tools for social network and media analysis.		
Learning Outcomes: <i>Minimum:</i> At the end of the course it is expected from a successful student to be capable of applying basic social network analysis techniques using existing tools to an illustrative example of a social network. <i>Desirable:</i> At the end of the course it is expected from a successful student to demonstrate the understanding of theoretical concepts and algorithms used in social network and media analysis, as well as their practical application.		
Syllabus: <i>Theory</i> Definition and examples of social networks. Elements of graph theory for social network analysis (graph types and representations). Metrics of connectivity, distance, centrality, cohesion and similarity for actors and ties in social networks. Algorithms for components, cores and cliques in social networks. Structure and evolution of social networks. Structural equivalence and basic community detection algorithms. Signed social networks and structural balance. Visualization of social networks. Introduction to advanced topics (social influence analysis, computational models of trust and reputation, expert finding in social networks, privacy-preserving social network analysis, social media content analysis and sentiment mining, recommendation in social media, etc.). <i>Practice</i> Acquaintance with social network analysis and visualization tools (Gephi and Pajek) and Java libraries (Jung). Analysis of study examples using mentioned tools and libraries. Introduction to social media APIs and related Java libraries. Practical programming problems related to collecting, analyzing and visualizing social media content.		
Required Reading: 1. D. Easley, J. Kleinberg. <i>Networks, Crowds and Markets: Reasoning About a Highly Connected World</i> . Cambridge University Press, 2010. 2. M. E. J. Newman. <i>Networks: An Introduction</i> . Oxford University Press, 2010. 3. W. de Nooy, A. Mrvar, V. Batagelj. <i>Exploratory Social Network Analysis with Pajek</i> . Cambridge University Press, 2005. 4. Charu C. Aggarwal (Ed.). <i>Social Network Data Analytics</i> . Springer US, 2011. 5. Shamanth Kumar, Fred Morstatter, Huan Liu. <i>Twitter Data Analytics</i> . Springer-Verlag New York, 2014.		
Weekly Contact Hours: 4	Lectures: 2	Practical work: 2
Teaching Methods: Lectures are held using classical presentation methods involving a projector. During exercises classical teaching methods		

involving a projector are used to analyze study examples. Also, study examples are practiced on the computer, through acquaintance with the use of recommended tools and libraries. Student's knowledge is checked through a written test, solutions of practical problems, and preparation of a seminar paper that is defended at the end of the course.

Knowledge Assessment (maximum of 100 points):

Pre-exam obligations	points	Final exam	points
Test	20	Oral exam	50
Practical problems	30		

The methods of knowledge assessment may differ; the table presents only some of the options: written exam, oral exam, project presentation, seminars, etc.