



Exchange programme Vrije Universiteit Amsterdam

Vrije Universiteit Amsterdam - Exchange programme Vrije Universiteit Amsterdam - 2024-2025

Exchange

Vrije Universiteit Amsterdam offers many English-taught courses in a variety of subjects, ranging from arts & culture and social sciences, neurosciences and computer science, to economics and business administration.

The International Office is responsible for course approval and course registration for exchange students. For details about course registration, requirements, credits, semesters and so on, please [visit the exchange programmes webpages](#).

Social Media Analytics

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| Course Code | L_AABACIW307 |
| Credits | 6 |
| Period | P4 |
| Course Level | 300 |
| Language Of Tuition | English |
| Faculty | Faculty of Humanities |
| Course Coordinator | dr. W.G. Reijnierse |
| Examiner | dr. W.G. Reijnierse |
| Teaching Staff | dr. W.G. Reijnierse, R. Prettner |
| Teaching method(s) | Lecture, Seminar |

Course Objective

Upon completion of the course, students:

- know which tools and methods can be used to analyze social media;
- are aware of ethical considerations regarding the use of social media data for research;
- can develop a research question for a social media analysis research project based on existing literature;
- can collect the relevant data for such a research project and make them suitable for analysis;
- can analyze the data in a valid and reliable way, using appropriate statistical tests;
- can report the findings of the research project in an academic research report;
- can collaborate under time pressure and in a team of peer researchers to complete assignments.

Course Content

Nowadays, data are available in large quantities, and this is particularly the case for social media data. People and organisations use a range of social media platforms to communicate about personal as well as professional topics. Much of this communication is publicly available, for instance on X, TikTok or Instagram, and as such provides a potentially rich source for language and communication-related research. The challenge, however, is to know how to find, select and collect the data and make them suitable for analysis, how to analyze the data in a valid, reliable, and ethically responsible way, and how to interpret and report your findings.

In this course, you will get acquainted with social media analytics. In close collaborating with a small team of students, you will design, conduct, and report a research project that investigates the impact of linguistics features on engagement metrics. You may examine, for instance, to what extent humorous social media posts receive more likes than non-humorous posts, or whether positively framed messages are shared more frequently than negatively framed ones. Or you may investigate the effect of metaphors on social media users' engagement. The course instructor(s) may decide to focus on a specific topic, social media platform or research method, which will be communicated at the start of the course.

Additional Information Teaching Methods

Each week for six weeks, there will be one lecture and one seminar.

The lectures will be focused on theoretical and empirical research and research methods related to social media analytics. During the seminars, you will work on (group) assignments in which you set up and conduct a research project to investigate the impact of social media message characteristics on audience engagement.

Attendance is mandatory for the seminar meetings, and highly recommended for the lectures.

This course has seminars, but you cannot self-register for a group. In the first week of the course, the course coordinator will assign you to a seminar group. If you want to know at what day and time the seminars are scheduled, go to rooster.vu.nl, click on the options at the right hand side of the course title and select 'Choose groups'.

Method of Assessment

One or multiple group assignments (50%) and one or multiple individual assignments (50%).

To pass the course, all assignments should be graded with minimally 5.5 out of 10 points.

Literature

A list of required literature will be made available on Canvas.

Additional Information Target Audience

3rd-year students in Communication and Information Studies, specialisation Language and Media; exchange students.

Recommended background knowledge

Basic knowledge of descriptive and inferential statistics is highly recommended, as you will need to conduct, interpret and report statistical analyses in your research report.