

**City University of Hong Kong  
Course Syllabus**

**offered by School of Data Science  
with effect from Semester A 2021/22**

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**Part I Course Overview**

**Course Title:** Introduction to Social Media Analytics

**Course Code:** SDSC3013

**Course Duration:** One Semester

**Credit Units:** 3

**Level:** B3

- Arts and Humanities  
 Study of Societies, Social and Business Organisations  
 Science and Technology

**Proposed Area:**  
*(for GE courses only)*

**Medium of Instruction:** English

**Medium of Assessment:** English

**SDSC1001 Introduction to Data Science\* and SDSC2001 Python for Data Science**

**Prerequisites:** \* Pre-requisite SDSC1001 will be exempted for students who are enrolled in Minor in Data Science  
*(Course Code and Title)*

**Precursors:** Nil  
*(Course Code and Title)*

**Equivalent Courses:** Nil  
*(Course Code and Title)*

**Exclusive Courses:** Nil  
*(Course Code and Title)*

## Part II Course Details

### 1. Abstract

(A 150-word description about the course)

Social media analytics is widely used in various social media companies to guide the design, production, delivery, consumption, and evaluation of their products such as news, entertainment, advertising, etc. This course provides students with an extensive exposure to the industry practices of social media analytics. Topics include technical infrastructure, business operations, regulatory systems, user profiling, content recommenders, computational advertising, and project management.

### 2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs <sup>#</sup>	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Explain clearly fundamental process and specific practices of social media analytics	20%	√		
2.	Classify various functions of data analytics in social media business operations	20%	√	√	
3.	Evaluate existing practices in social media analytics and seek ways to improve the existing practices	30%	√	√	√
4.	Apply appropriate principles and methods to solve given practical problems in social media analytics	30%	√	√	√
		100%			

\* If weighting is assigned to CILOs, they should add up to 100%.

# Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

### 3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.				Hours/week (if applicable)
		1	2	3	4	
Lecture	Learning through <b>teaching</b> is primarily based on lectures.	√	√	√	√	26 hours in total
Tutorial	Learning through practicing in lab-based tutorials.	√	√	√	√	13 hours in total
Case studies	Describe and critique classic cases of social media analytics.		√	√	√	in or after classes
Take-home assignments	Learning through in-class or take-home assignments is primarily based on interactive problem solving and hands-on exercises allowing instant feedback.		√	√	√	in or after class

### 4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.				Weighting*	Remarks
	1	2	3	4		
<b>Continuous Assessment: 40%</b>						
Test	√	√	√	√	20-40%	Questions are designed for the basic industry operations of social media analytics to see how well the students have learned the fundamental concepts and methods, and applications of analytics algorithms in real world context.
Hands-in assignments			√	√	0-20%	These are skills based assessment to enable students to demonstrate the basic concepts, methods and algorithms of social media analytics, and applications of analytics algorithms in some applications.
Examination: <u>60%</u> (duration: 2 hours)	√	√	√	√	60%	Examination questions are designed to see how far students have achieved their intended learning outcomes.
					<b>100%</b>	

\*The weightings should add up to 100%.

For a student to pass the course, at least 30% of the maximum mark for the examination must be obtained.

## 5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Test	Ability to understand and apply common industry practices of social media analytics.	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Hands-in assignments	Ability to learn the basic concepts, apply methods of social media analytics, and design relevant studies for industry applications.	High	Significant	Moderate	Basic	Not even reaching marginal levels
3. Examination	Ability to solve conceptual and operational questions using social media analytics.	High	Significant	Moderate	Basic	Not even reaching marginal levels

**Part III Other Information** (more details can be provided separately in the teaching plan)

**1. Keyword Syllabus**

*(An indication of the key topics of the course.)*

Technical infrastructure, business operations, regulatory systems, user profiling, content recommenders, computational advertising, project management

**2. Reading List**

**2.1. Compulsory Readings**

*(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)*

1.	Social media industry, by Alan Albarran, Routledge, 2013
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**2.2. Additional Readings**

*(Additional references for students to learn to expand their knowledge about the subject.)*