DSC3013: INTRODUCTION TO SOCIAL MEDIA ANALYTICS

Effective Term
Semester A 2026/27

Part I Course Overview

Course Title
Introduction to Social Media Analytics

Subject Code
DSC - Data Science
Course Number
3013

Academic Unit
Data Science (DS)

College/School
College of Computing (CC)

Course Duration
One Semester

Credit Units
3

Level
B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction
English

Medium of Assessment
English

Prerequisites
SDSC1001 or DSC1001 Introduction to Data Science*
and
SDSC2001 or DSC2001 Python for Data Science

*Pre-requisite SDSC1001 or DSC1001 will be exempted for students who are enrolled in Minor in Data Science

Precursors
Nil

Equivalent Courses
SDSC3013 Introduction to Social Media Analytics

Exclusive Courses
Nil

Part II Course Details

Abstract

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.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Explain clearly fundamental process and specific practices of social media analytics	20	x		
2	Classify various functions of data analytics in social media business operations	20	x	x	
3	Evaluate existing practices in social media analytics and seek ways to improve the existing practices	30	x	x	x
4	Apply appropriate principles and methods to solve given practical problems in social media analytics	30	x	x	x

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 real-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.

Learning and Teaching Activities (LTAs)

	LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lecture	Students will engage in formal lectures to gain knowledge about social media analytics.	1, 2, 3, 4	39 hours in total
2	Case studies	Students will describe and critique classic studies involving social media analytics.	2, 3, 4	in or after classes

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("-" for nil entry)	Allow Use of GenAI?
1	Take-home assignments	1, 2, 3, 4	50	These assignments contain questions designed to monitor how well students have learned the fundamental concepts, methods, and applications of social media analytics in real world context.	Yes

Continuous Assessment (%)

50

Examination (%)

50

Examination Duration (Hours)

2

Minimum Continuous Assessment Passing Requirement (%)

30

Minimum Examination Passing Requirement (%)

30

Additional Information for ATs

Note: To pass the course, apart from obtaining a minimum of 40% in the overall mark, a student must also obtain a minimum mark of 30% in both continuous assessment and examination components.

Assessment Rubrics (AR)

Assessment Task

Take-home assignments

Criterion

Ability to learn the basic concepts, apply methods of social media analytics, and design relevant studies for industry applications.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task
Final exam

Criterion
Ability to solve conceptual and operational questions using social media analytics.

Excellent (A+, A, A-)
High

Good (B+, B, B-)
Significant

Fair (C+, C, C-)
Moderate

Marginal (D)
Basic

Failure (F)
Not even reaching marginal levels

Part III Other Information

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

Reading List

Compulsory Readings

	Title
1	Social media industry, by Alan Albarran, Routledge, 2013
2	Creating Value With Social Media Analytics, by Gohar F. Khan, CreateSpace, 2018

Additional Readings

	Title
1	Nil