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|  **UNIVERSITY OF NIŠ** |
| **Course Unit Descriptor** | **Faculty**  | Electronic Engineering |
| **GENERAL INFORMATION** |
| Study program  | Computing and Informatics |
| Study Module (if applicable) | Information technologies |
| Course title | Social Networks Analysis |
| Level of study | [ ] Bachelor [x]  Master’s [ ]  Doctoral |
| Type of course | [ ]  Obligatory [x]  Elective |
| Semester  |  [ ]  Autumn [ ] Spring |
| Year of study  | 1 |
| Number of ECTS allocated | 4 |
| Name of lecturer/lecturers | Tošić B. Milorad |
| Teaching mode |  [x] Lectures [ ] Group tutorials [ ]  Individual tutorials [ ] Laboratory work [x]  Project work [ ]  Seminar [x] Distance learning [x]  Blended learning [x]  Other |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** |
| Gaining practical programming skills, theoretical knowledge and systematic approach required for thedesign, implementation and operation of systems in which information technologies, computers, theInternet, and humans act in concert to form complex strucutres that are commonly characterized associal netowrks.Students are able to identify areas of usage, specific problems and relevant theoretical conceptsneeded to solve them, possess practical programming skills needed to implement specific examples ofusage. |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** |
| Common conceptual foundations: data models, basic technologies, mathematical basics. HITS andPageRank based algorithms. Similarity and communities in social networks. Information extraction andanalysis in social networks (Social tagging, extraction from content, blog search, intellignet webcrowling). Intelligent search. Recommendation, filtering and ranking. Characteristics identification.Advanced classification on social networks. |
| **LANGUAGE OF INSTRUCTION** |
| [x] Serbian (complete course) [ ]  English (complete course) [ ]  Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)[ ] Serbian with English mentoring [ ] Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **ASSESSMENT METHODS AND CRITERIA** |
| **Pre exam duties** | **Points** | **Final exam** | **points** |
| **Activity during lectures** | **10** | **Written examination** |  |
| **Practical teaching** | **25** | **Oral examination** | **40** |
| **Teaching colloquia** | **25** | **OVERALL SUM** | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** |