

Description of Course Unit

Course unit title	<i>Social Network Analysis</i>
Course unit code	IT081240
Type of course unit (compulsory, optional)	compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First Cycle Bachelor
Year of study when the course unit is delivered (if applicable)	Fourth Year
Semester/trimester when the course unit is delivered	Seventh Semester
Number of ECTS credits allocated	
Name of lecturer(s)	Pipit Fitriyah S.I.Kom., MM
Learning outcomes of the course unit	<ol style="list-style-type: none"> 1. Apply logical, critical, and systematic thinking in the context of developing or implementing science and technology while applying humanist values when forming social networks. 2. Examine social network phenomena with appropriate methods and theories in a scientific report, research, or thesis/final project. 3. Use social media wisely, ethically, and responsibly, and apply it in using social network analysis in social media and offline. 4. Understand the process of social network formation, the benefits of social networks and see it in the communication phenomenon as a whole.
Mode of delivery (face-to-face, distance learning)	Hybrid Learning
Prerequisites and co-requisites (if applicable)	
Course content	<ol style="list-style-type: none"> 1. Concept of Social Network 2. Introduction to Graph Theory and Network Theories 3. Representation Models of Social Network Analysis 4. Social Network Formation Model 5. Basic Concepts of Social Network Analysis Methodology 6. Communication Network Method 7. Data Collection for Communication Network Research 8. Relational Data Concept 9. Level of Social Network (Complete Network) 10. Ego-centered Network Analysis (Ego Network) 11. Social Network Analysis Research Ethics 12. How to Crawl Data through Social Media and Offline 13. Visualizing Networks Using Software

	14. Applying Social Network in Communication Science
Recommended or required reading and other learning resources/tools	<ol style="list-style-type: none"> 1. Alamsyah, Andri & Dian Puteri Ramadhani. 2020. Pengenalan <i>Social Network Analysis</i>. Bandung: CV. Sadari 2. Benkler, Yochai, et all. 2018. Network Propaganda: Manipulation, Disinformation and Radicalization in American Politics. NY : Oxford University Press 3. Borgatti, Stephen P. & Virginie Lopez-Kidwell. Network Theory. <i>The SAGE Handbook of Social Network Analysis</i>. London: SAGE Publication Ltd. 4. Diani, Mario. 2011. Social Movement and Collective Action. <i>The SAGE Handbook of Social Network Analysis</i>. London: SAGE Publication Ltd. 5. DiMaggio, Paul. 2011. Culture Network. <i>The SAGE Handbook of Social Network Analysis</i>. London: SAGE Publication Ltd. 6. Eriyanto. 2014. Analisis Jaringan Komunikasi. Jakarta: Prenadamedia Group 7. Freeman, Linton C. 2011. The Developpemt of Social Network Analysis. <i>The SAGE Handbook of Social Network Analysis</i>. London: SAGE Publication Ltd. 8. Gross, Jonathan L., et all. 2019. Graph Theory and Its Applications, Third Edition. NW: Taylor & Francis Group 9. Gruzd, Anatoly & Caroline Haythornthwaite. 2011. Networking Online: Cybercommunities. <i>The SAGE Handbook of Social Network Analysis</i>. London: SAGE Publication Ltd. 10. Marin, Alexandra and Barry Wellman. 2011. Social Network Analysis: An Introduction. <i>The SAGE Handbook of Social Network Analysis</i>. London: SAGE Publication Ltd.
Planned learning activities and teaching methods	Collaborative learning, contextualizing, problem based learning, self-learning and relating to real life examples and experiences
Language of instruction	English and Bahasa Indonesia
Assessment methods and criteria	Participatory activity, <i>self-assessment</i> , <i>peer-assessment</i> , quizzes, mid and final semester exams.

Social Network Analysis assessment rubric

Problem Based Learning on conventional platform.

Direction: chose one of the following topics as problem topic.

1. Explain what is meant by Network Society in the concept of Social Network Analysis. The content is printed and presented.
2. Observe phenomenal issues on social media in virtual communities and study them using social network analysis to find actor connectivity. The content is printed and presented.
3. Looking for popular actors in the real-life social network of small environments (RW, Community, Organizations, etc.) and analyzing the centrality value of the actor's positioning. The content is printed and presented.

Problem Based Learning on Digital platform.

Direction: chose one of the following topics as problem topic.

1. Crawling data from trending social phenomena on social media and visualizing with social network analysis. The content is upload in social media and presented.
2. Create an article by analyzing theories and methods of social network analysis. The content is upload in social media and presented.

Mid-term test for Social Network Analysis course.

Direction: Work on case studies of the material that has been learned

No	Criteria/Grade	80-100	65-79	50-64	40-59	0-39
1	Integration of knowledge	The paper demonstrates that the author fully understands and has applied concepts learned in the course. Concepts are integrated into the writer's own insights. The writer provides concluding remarks that show analysis and synthesis of ideas.	The paper demonstrates that the author, for the most part, understands and has applied concepts learned in the course. Some of the conclusions, however, are not supported in the body of the paper.	The paper demonstrates that the author, to a certain extent, understands and has applied concepts learned in the course.	The paper does not demonstrate that the author has fully understood and applied concepts learned in the course.	The paper demonstrates that the author has little understanding of the course.

2	Topic focus	The topic is focused narrowly enough for the scope of this assignment. A thesis statement provides direction for the paper, either by statement of a position or hypothesis.	The topic is focused but lacks direction. The paper is about a specific topic but the writer has not established a position.	The topic is too broad for the scope of this assignment.	The topic is not clearly defined.	The topic is not relevant with the given instruction.
3	Depth of discussion	In-depth discussion & elaboration in all sections of the paper.	In-depth discussion & elaboration in most sections of the paper.	The writer has omitted pertinent content or content runs-on excessively. Quotations from others outweigh the writer's own ideas excessively.	Cursory discussion in all the sections of the paper or brief discussion in only a few sections.	The discussion is superficial and not academic, with no relevant references.
4	Cohesiveness	Ties together information from all sources. Paper flows from one issue to the next without the need for headings. Author's writing demonstrates an understanding of the relationship among material obtained from all sources.	For the most part, ties together information from all sources. Paper flows with only some disjointedness. Author's writing demonstrates an understanding of the relationship among material obtained from all sources.	Sometimes ties Together information from all sources. Paper does not flow - disjointedness is apparent. Author's writing does not demonstrate an understanding of the relationship among material obtained from all sources.	Does not tie Together information. Paper does not flow and appears to be created from disparate issues. Headings are necessary to link concepts. Writing does not demonstrate understanding any relationships	The writing is highly problematic and difficult to understand.

