

Ira A Fulton Schools of Engineering Required Syllabus Items

1. Contact Information

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2. Office Hours

MW 12:00 - 1:00PM, BYE 566

Other times: by appointment only via email

3. Overall Course Objectives and Expected Learning Outcomes

Social media allows a passive reader (or an average Joe) to become an active producer (or a shining online star), creating a phenomenal landscape change in terms of Web-based activities. With various social media (Facebook, Twitter, Instagram, Snapchat etc.), people can share content, opinions, insights, experiences, perspectives, and media themselves, as well as producing many new media. Social networks emerge with the pervasive use of social media. We will briefly introduce the background of social computing including concepts and principles such as small world, random networks, scale-free networks, laws and distributions (normal distribution, Zipf's law, power law), search in networks, propagation of influence and trust, diffusion (epidemics), social recommendation, collective wisdom, collaborative filtering. We will learn what representative data collection techniques are, and how to use collected data to help achieve tasks such as recommendation, cross reference, attention retention, and identifying key performance indicators. We will study issues like public opinion, sentiment analysis, privacy, trust, and reputation. This course aims to introduce the state-of-the art developments in participatory social media techniques, social networks and analysis, network analysis and graph theory, information extraction, link analysis, and social media mining, to study emerging problems, and to learn innovatively applying multidisciplinary approaches to problem solving. The ultimate goal is to sharpen problem solving and critical thinking skills of our senior and graduate students, and prepare them with this unique set of expertise for the increasing demands in IT industry and for in-depth advanced research.

4. Grade Policies

A-E with +/-

Homework assignments (15%)

Projects (10+20%)

2 exams or equivalent (55%)

Class participation, Quizzes (5% extra credit)

5. Absence policies and the conditions under which assigned work and/or tests can be made up, which should include

- a. Students are encouraged to participate in every class as this is the easiest way to learn in this course
- b. excused absences related to religious observances/practices that are in accord with [ACD 304-04](#), "Accommodation for Religious Practices"
- c. excused absences related to university sanctioned events/activities that are in accord with [ACD 304-02](#), "Missed Classes Due to University-Sanctioned Activities"

6. Lists of any required readings, assignments, examinations, special materials and extracurricular activities

Social Media Mining: An Introduction, Reza Zafarani, Ali Abassi, and Huan Liu, by Cambridge University Press

7. Policy regarding expected classroom behavior (e.g., use of pagers, cell phones, recording devices)

No cell phone usage

8. Academic Integrity and Copyright Laws

Mandatory Statement

Academic Integrity

Students in this class must adhere to ASU's academic integrity policy, which can be found at <https://provost.asu.edu/academic-integrity/policy>). Students are responsible for reviewing this policy and understanding each of the areas in which academic dishonesty can occur. In addition, all engineering students are expected to adhere to both the ASU Academic Integrity [Honor Code](#) and the Fulton Schools of Engineering [Honor Code](#). All academic integrity violations will be reported to the Fulton Schools of Engineering Academic Integrity Office (AIO). The AIO maintains record of all violations and has access to academic integrity violations committed in all other ASU college/schools.

Copyright

Course content, including lectures, are copyrighted materials and students may not share outside the class, upload to online websites not approved by the instructor, sell, or distribute course content or notes taken during the conduct of the course (see [ACD 304-06](#), "Commercial Note Taking Services" and ABOR Policy [5-308 F.14](#) for more information).

You must refrain from uploading to any course shell, discussion board, or website used by the course instructor or other course forum, material that is not the student's original work, unless the students first comply with all applicable copyright laws; faculty members reserve the right to delete materials on the grounds of suspected copyright infringement.

9. Policy against threatening behavior, per the Student Services Manual, SSM 104-02

Mandatory statement

Students, faculty, staff, and other individuals do not have an unqualified right of access to university grounds, property, or services. Interfering with the peaceful conduct of university-related business or activities or remaining on campus grounds after a request to leave may be considered a crime. All incidents and allegations of violent or threatening conduct by an ASU student (whether on- or off-campus) must be reported to the ASU Police Department (ASU PD) and the Office of the Dean of Students.

10. Warning of Offensive Class Materials (if appropriate),

[your written warning that some course content may be deemed offensive by some students and how to bring this to the attention of the instructor or, alternatively, to the unit chair or director]

11. Disability Accommodations.

Mandatory statement

Suitable accommodations will be made for students having disabilities. Students needing accommodations must register with the ASU disabilities resource Center and provide documentation of that registration to the instructor. Students should communicate the need for an accommodation in sufficient time for it to be properly arranged.

11. Harassment and Sexual Discrimination

Mandatory statement

Arizona State University is committed to providing an environment free of discrimination, harassment, or retaliation for the entire university community, including all students, faculty members, staff employees, and guests. ASU expressly prohibits discrimination, harassment, and retaliation by employees, students, contractors, or agents of the university based on any protected status: race, color, religion, sex, national origin, age, disability, veteran status, sexual orientation, gender identity, and genetic information.

Title IX is a federal law that provides that no person be excluded on the basis of sex from participation in, be denied benefits of, or be subjected to discrimination under any education program or activity. Both Title IX and university policy make clear that sexual violence and harassment based on sex is prohibited. An individual who believes they have been subjected to sexual violence or harassed on the basis of sex can seek support, including counseling and academic support, from the university. If you or someone you know has been harassed on the basis of sex or sexually assaulted, you can find information and resources at <https://sexualviolenceprevention.asu.edu/faqs>.

Mandated sexual harassment reporter: As an employee of the University I am considered a mandated reporter and therefore obligated to report any information regarding alleged acts of sexual discrimination that I am informed of or have a reasonable basis to believe occurred.

ASU Counseling Services, <https://eoss.asu.edu/counseling>, is available if you wish to discuss any concerns confidentially and privately.

Optional but Suggested Syllabus Items

Syllabus changes: Any information in this syllabus (other than grading and absence policies) may be subject to change with reasonable advance notice.

How Long Students Should Wait for an Absent Instructor: In the event the instructor fails to indicate a time obligation, the time obligation will be 15 minutes for class sessions lasting 90 minutes or less, and 30 minutes for class sessions lasting more than 90 minutes. Students may be directed to wait longer by someone from the academic unit if they know the instructor will arrive shortly.