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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  Master’s  Doctoral | | |
| Type of course | | | | Obligatory  Elective | | |
| Semester | | | | Autumn Spring | | |
| Year of study | | | | 1 | | |
| Number of ECTS allocated | | | | 4 | | |
| Name of lecturer/lecturers | | | | Tošić B. Milorad | | |
| Teaching mode | | | | Lectures Group tutorials  Individual tutorials  Laboratory work  Project work  Seminar  Distance learning  Blended learning  Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| Gaining practical programming skills, theoretical knowledge and systematic approach required for the  design, implementation and operation of systems in which information technologies, computers, the  Internet, and humans act in concert to form complex strucutres that are commonly characterized as  social netowrks.  Students are able to identify areas of usage, specific problems and relevant theoretical concepts  needed to solve them, possess practical programming skills needed to implement specific examples of  usage. | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| Common conceptual foundations: data models, basic technologies, mathematical basics. HITS and  PageRank based algorithms. Similarity and communities in social networks. Information extraction and  analysis in social networks (Social tagging, extraction from content, blog search, intellignet web  crowling). Intelligent search. Recommendation, filtering and ranking. Characteristics identification.  Advanced classification on social networks. | | | | | | |
| **LANGUAGE OF INSTRUCTION** | | | | | | |
| 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** | | | | | | |