

1. COURSE DESCRIPTION – GENERAL INFORMATION			
1.1. Course teacher	Associate professor Marijana Grbeša Zenzerović	1.6. Year of the study	1st and 2nd
1.2. Name of the course	Data driven strategic communications	1.7. ECTS credits	7
1.3. Associate teachers	Iva Nenadić and Milica Vučković	1.8. Type of instruction (number of hours L + S + E + e-learning)	30 (2L +2S)
1.4. Study programme (undergraduate, graduate, integrated)	graduate	1.9. Expected enrolment in the course	
1.5. Status of the course	elective	1.10. Level of application of e-learning (level 1, 2, 3), percentage of online instruction (max. 20%)	
2. COURSE DESCRIPTION			
2.1. Course objectives	Development of information and communication technologies together with popularity of social media platforms have created both opportunities and challenges for scholars and practitioners in broad area of media and strategic communications. On one side, platforms have enabled more direct communication for people and organizations (many-to-many), they have allowed messages to become global even when not transmitted by traditional mass media, and they have provided an opportunity for people to be more involved in the information process. In this complex environment the goal of this course is to provide students with basic understanding on how algorithms and artificial intelligence are being applied in journalism, strategic communications and global information exchange; and how they are shaping the business models of social media. Another important goal of this course is to teach students the basics of personal and big data collecting, processing, analyzing and using for the purpose of strategic communications (be it for public interests; in media; commercial campaigns; political campaigns). Furthermore, the goal is to equip students with basic knowledge and skills needed to use and analyze open data and to create data visualizations for journalism and public relations. During this course students will be familiarized with the ethical dilemmas related to this area and with legal and regulatory frameworks.		
2.2. Enrolment requirements and/or entry competences required for the course	Good knowledge of English language		
2.3. Learning outcomes at the level of the programme to which the course contributes	Masters of journalism have developed an advanced level of secondary data search and of the use of modern communications technologies and platforms; they are able to define, understand and explain, and critically evaluate the components of the contemporary media environment. Masters of journalism have gained basic knowledge of theories and concepts relevant to social sciences and are able to critically evaluate them. They have gained advanced knowledge of methods of research in social sciences and their application; and are able to apply basic ethical principles when conducting research.		

	<p>Masters of journalism are able to describe, define, explain and critically evaluate theoretical concepts in the field of media, communication and political communication; they are able to describe, define and explain the role of the media in democratic societies; they are able to analyse various aspects of the social role of the media and to critically evaluate the social responsibility of the media and of other public institutions, companies and individuals; they are able to understand and apply strategies and techniques of political communication and political marketing; and are able to critically evaluate the power relations between media, politics, economic centres and public.</p>		
<p>2.4. Expected learning outcomes at the level of the course (3-10 learning outcomes)</p>	<ul style="list-style-type: none"> • Understand the relationship of technology to media, politics and society • Understand the application of algorithms and artificial intelligence in journalism, communication strategies, and politics • Understand and evaluate what is microtargeting and how it works • Be able to understand and apply principles of data visualization • Know how to use open data in strategic communication • Understand how are big data used in public and private sector 		
<p>2.5. Course content (syllabus)</p>	<ol style="list-style-type: none"> 1. Course introduction 2. "Social editors": Social media as a source of information and disinformation 3. Algorithms and artificial intelligence in governing communication online 4. Bots and artificially generated content as a threat to democracy 5. Open data and strategic communications (sources, tools, techniques and theories) 6. Big data as Big Brother: Reconstruction of privacy 7. Creative visualizations of content in politics and journalism 8. Content personalisation and microtargeting <ol style="list-style-type: none"> 1. Microtargeting in journalism 2. Microtargeting in political marketing 9. Data journalism (basics) 10. Online research methods 11. Legal and regulatory basics (Croatia, EU) 12. Ethical challenges 13. Student presentations 14. Summing up 		
<p>2.6. Format of instruction:</p>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> online in entirety <input type="checkbox"/> partial e-learning <input type="checkbox"/> field work	<input checked="" type="checkbox"/> independent assignments <input checked="" type="checkbox"/> multimedia and the internet <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input type="checkbox"/> (other)	<p>2.7. Comments:</p>

2.8. Student responsibilities	Students are required to attend lectures and seminars. Students are expected to actively participate in the discussion during each session by asking questions, commenting materials and posing interesting cases and examples. Students are required to work on a project during the semester and give a final presentation and written report on a project at the end of the semester. Students are also required to take a written exam.									
2.9. Monitoring student work	Class attendance	YES 2 ECTS	NO	Research	YES	NO	Oral exam	YES	NO	
	Experimental work	YES	NO	Report	YES 1 ECTS	NO	(other)	YES	NO	
	Essay	YES	NO	Seminar paper	YES	NO	(other)	YES	NO	
	Preliminary exam	YES	NO	Practical work	YES	NO	(other)	YES	NO	
	Project	YES 2 ECTS	NO	Written exam	YES 2 ECTS	NO	ECTS (total)	7		
2.10. Required literature (available in the library and/or via other media)	Title						Number of copies in the library	Availability via other media		
	Bodó, B.; Helberger, N. and de Vreese, C. (2017). Political micro-targeting: a Manchurian candidate or just a dark horse?. <i>Internet Policy Review</i> , 6(4). DOI: 10.14763/2017.4.776									
	Bradshaw, P.: Digital Journalism, in Zion, L; Craig, D. (2015) <i>Ethics for digital journalists: Emerging best practices</i> . Routledge; ISBN: 978-0415858847.									
	Caplan, R. and Boyd, D., (2016). Who Controls the Public Sphere in an Era of Algorithms?. New York: Data & Society: https://datasociety.net/pubs/ap/MediationAutomationPower_2016.pdf									
	Gray, J., Chambers, L., Bounegru, L. (2012) <i>The Data Journalism Handbook</i> . The European Journalism Center and the Open Knowledge Foundation. O'Reilly Media. http://datajournalismhandbook.org/									
	King, G., Pan, J., & Roberts, M. E. (2016, July 27). How the Chinese government fabricates social media posts for strategic distraction, not engaged argument. Gking.Harvard.edu. Retrieved from http://gking.harvard.edu/50c									
	Kruschinski, S. and Haller, A. (2017) Restrictions on data-driven political micro-targeting in Germany. <i>Internet Policy Review</i> , 6(4). DOI: 10.14763/2017.4.780									
	Lewis, S. C. (2015) Journalism In An Era Of Big Data, <i>Digital Journalism</i> , 3(3): 321-330, DOI: 10.1080/21670811.2014.976399									
Mittelstadt, B. (2016). Auditing for transparency in content personalization systems. <i>International Journal of Communication</i> , 10 (2016), 4991–5002										

	Moore, M. and Tambini, D. (2018) <i>Digital Dominance: The Power of Google, Amazon, Facebook, and Apple</i> . London: Oxford University Press.		
	Schipper, B. and Woo, H. Y. (2017) Political Awareness, Microtargeting of Voters, and Negative Electoral Campaigning. Available at SSRN: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2039122 or https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2039122		
	Shorey, Samantha & Howard, Philip N. (2016) Automation, Big Data, and Politics: A Research Review. <i>International Journal of Communication</i> 10(2016), 5032–5055		
	Wiesenberg, Markus, Zerfass, Ansgar & Moreno, Angeles (2017) Big Data and Automation in Strategic Communication, Pages 95-114, https://doi.org/10.1080/1553118X.2017.1285770		
2.11. Optional literature (name the title)	Nenadic, I. (2018) Data-driven Online Political Microtargeting: Hunting for Voters, Shooting Democracy?. Discussion Series, Centre for Media Pluralism and Media Freedom, European University Institute. http://cmpf.eui.eu/data-driven-online-political-microtargeting-hunting-for-voters-shooting-democracy/ Nenadic, I. (2017). Kako su mainstream mediji otvorili vrata alternativnim činjenicama?. <i>Političke analize</i> , 7(30): 15-21.		