

COURSE OUTLINE

- **GENERAL**

SCHOOL	School of Social Sciences		
DEPARTMENT	Sociology		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	765	SEMESTER	z
COURSE TITLE	Methods of Empirical Social Research on the Internet and Social Media		
INDEPENDENT TEACHING ACTIVITIES		WEEKLY TEACHING HOURS	ECTS CREDITS
In case ECTS credits are awarded separately for different components of the course (e.g. Lectures, Laboratory Exercises, etc.). If ECTS credits are awarded as a whole, indicate weekly teaching hours and total credits.			
		3	6
COURSE TYPE	Compulsory Elective / Specialization in General Knowledge		
General background, specific background, specialization General knowledge, skills development			
PREREQUISITE COURSES:	None		
LANGUAGE OF INSTRUCTION and EXAMS:	Greek and English		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	Yes		
COURSE WEBSITE (URL)	www.soc.aegean.gr		

LEARNING OUTCOMES
<p>The learning outcomes of the course are described as the specific knowledge, skills and abilities of an appropriate level that students will acquire after successful completion of the course. Consult Appendix A</p> <ul style="list-style-type: none"> • Description of the Levels of Learning Outcomes for each cycle of study according to the Qualifications Framework of the European Higher Education Area • Descriptive Indicators for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B • Summary Guide for Writing Learning Outcomes

Upon successful completion of the course, students will be able to:

1. Identify and understand the basic methodological approaches of empirical social research on the Internet.
2. Design and implement research protocols for data collection from the Internet and social media.
3. Apply specialized techniques for analyzing digital data (web scraping, content analysis, network analysis, etc.).
4. Use basic tools and software for analyzing data from digital sources.
5. Critically evaluate the reliability and validity of data collected from the Internet.
6. Analyze ethical issues arising in the context of research in digital environments.
7. Synthesize and present research findings in a scientifically substantiated manner.

General Competencies	
Considering the general competencies that graduates must acquire (as listed in the Diploma Supplement), which of these does the course aim to develop?	
<ul style="list-style-type: none">- Search, analysis, and synthesis of data and information, using the necessary technologies.- Adaptation to new situations.- Decision-making.- Autonomous work.- Teamwork.- Working in an international environment.- Working in an interdisciplinary environment.- Production of new research ideas.- Project planning and management.- Respect for diversity and multiculturalism.- Respect for the natural environment.- Demonstration of social, professional, and ethical responsibility and sensitivity to gender issues.- Exercise of critical and self-critical thinking.- Promotion of free, creative, and inductive thinking.	
The purpose of the course is to familiarize students with modern methods of empirical social research applied in the digital environment of the Internet and social media. The course aims to develop the necessary knowledge and skills for the design, implementation and analysis of research in digital environments, as well as to critically evaluate the possibilities and limitations of these methods. Search, analysis and synthesis of data and information, using the necessary technologies	

Teaching Approach

The course adopts a multidimensional teaching approach requiring a variety of skills, as it combines:

1.

COURSE CONTENT

Course Summary

Weeks 1-2: Introduction to Empirical Social Research in the Digital Environment

- Historical evolution of social research methods
- Specificities of online and social media research
- Basic epistemological and methodological issues

Weeks 3-4: Research Design in the Digital Environment

- Formulation of research questions
- Selection of appropriate methodology
- Online sampling
- Validity and reliability in digital research

Week 5: Quantitative Research Methods on the Internet

- Online surveys and polls
- Big Data collection and analysis techniques
- Web metrics and web analytics
- Experimental design in online environments

Week 6: Qualitative Research Methods on the Internet

- Online interviews and focus groups
- Alternative qualitative online methods
- Digital content analysis
- Discourse and narrative analysis

Week 7: Research on Social Media

- Data collection methodologies from social media platforms
- Social network analysis
- Artificial intelligence in research
- Sentiment analysis and opinion mining
- Topic modeling and text mining

Week 8: Tools and Techniques for Data Analysis

- SPSS
- Data visualization
- Machine learning and AI in social research

Week 9: Ethics and Personal Data

- Ethical issues in online research
- GDPR and personal data protection
- Consent and anonymity in digital research
- Codes of ethics for social media research

Weeks 10-13: Design and Presentation of Research Results

- Writing scientific papers for online research
- Open science and open data
- Reproducibility and transparency in digital research

• **TEACHING AND LEARNING METHODS - ASSESSMENT**

Delivery Method	Face-to-face teaching.	
Instructor	Efstratios Papanis	
Use of Information and Communication Technologies Use of ICT in Teaching, Laboratory Education, and Communication with Students.	Yes	
Teaching Organization The teaching method and methodology are described in detail. Lectures, Seminars, Laboratory Exercise, Field Exercise, Study & Analysis of Literature, Tutorial, Internship (Placement), Clinical Exercise, Artistic Workshop, Interactive Teaching, Educational Visits, Study Preparation (Project), Writing of Work / Assignments, Artistic Creation, etc.	Activity	Workload (Semester Hours)
	Lectures	39 hours
	Independent Study	78 hours
	Assignments	60 hours
<i>The student's study hours for each learning activity are listed as well as the hours of unguided study according to ECTS principles.</i>	Total Course Workload:	177 hours
Student Assessment	Assessment Language: Greek and English	
Language of Assessment, Assessment Methods, Formative or Inferential, Multiple Choice Test, Short Answer Questions, Essay Development Questions, Problem Solving, Written Assignment, Report / Report, Oral Examination, Public Presentation, Laboratory Work, Clinical Examination of a Patient, Artistic Interpretation, Other / Others	<p>Student assessment will be based on the following criteria:</p> <ol style="list-style-type: none"> 1. Final Exam (50%): Theoretical questions and practical problems related to methods of empirical research on the Internet 2. Research Project (30%): Design and implementation of an original study using 	

	<p>online/social media data collection and analysis methods</p> <p>3. Laboratory Exercises (10%): Practical application of the techniques taught</p> <p>4. Presentation (10%): Class presentation of the research project and engagement in discussion</p>
Clearly defined evaluation criteria will be provided and made accessible to students.	

Κατηγορία	Συγγραφέας	Τίτλος	Έτος	Εκδότης
Συνιστώμενη Βιβλιογραφία	Παπάνης, Ε.	Μεθοδολογία Έρευνας και Διαδίκτυο	2011	Εκδόσεις Σιδέρη
Συνιστώμενη Βιβλιογραφία	Kozinets, R. V.	Netnography: The Essential Guide to Qualitative Social Media Research	2020	SAGE Publications
Συνιστώμενη Βιβλιογραφία	Sloan, L., & Quan-Haase, A.	The SAGE Handbook of Social Media Research Methods	2022	SAGE Publications
Συνιστώμενη Βιβλιογραφία	Rogers, R.	DoingDigitalMethods	2019	SAGE Publications
Συνιστώμενη Βιβλιογραφία	Salganik, M. J.	Bit by Bit: Social Research in the Digital Age	2019	Princeton University Press
Συμπληρωματική Βιβλιογραφία	Bryman, A.	Social Research Methods	2021	Oxford University Press
Συμπληρωματική Βιβλιογραφία	Fielding, N., Lee, R. M., & Blank, G.	The SAGE Handbook of Online Research Methods	2017	SAGE Publications
Συμπληρωματική Βιβλιογραφία	Townsend, L., & Wallace, C.	Social Media Research: A Guide to Ethics	2016	University of Aberdeen
Συμπληρωματική Βιβλιογραφία	Lazer, D., et al.	Computational Social Science: Obstacles and Opportunities	2020	Science

