

# תוכנית הקורס ורשימת קריאה לקורס



סמסטר 2 שנה 2023

**בית ספר:** בית ספר סמי עופר לתקשורת B.A.

יצירת תוכן להשגת ויראליות ברשתות חברתיות

**מרצים/ות:**

פרופ' טל סמואל-עזרן [tazran@runi.ac.il](mailto:tazran@runi.ac.il)

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<b>מספר הקורס:</b>	2658	<b>סוג הקורס:</b>	סמינריון	<b>שעות שבועיות:</b>	2	<b>נקודות זכות:</b>	2
<b>דרישות הקורס:</b>	עבודה מסכמת	<b>קוד קבוצה:</b>	232265800	<b>שפת לימוד:</b>	עברית		

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נושאי הקורס 

## Course Subjects: (1-13 weekly lesson plan & readings\*)

### 1. The rules of virality

Goel, S., Anderson, A., Hofman, J., & Watts, D. J. (2016). The structural virality of online diffusion. *Management Science*, 62(1), 180-196.

Akpinar, E., & Berger, J. (2017). Valuable virality. *Journal of Marketing Research*, 54(2), 318-330.

### 2. Virality prediction-

Zoom adaptation: Guest lecture via Zoom

Weng, L., Menczer, F., & Ahn, Y. Y. (2013). Virality prediction and community structure in

social networks. *Scientific reports*, 3, 2522.

Hansen, L. K., Arvidsson, A., Nielsen, F. Å., Colleoni, E., & Etter, M. (2011). Good friends, bad news-affect and virality in twitter. In *Future information technology* (pp. 34-43). Springer, Berlin, Heidelberg.

### 3. Contagion theory

Sampson, T. D. (2012). *Virality: Contagion theory in the age of networks*. U of Minnesota Press.

### 4. Image virality

Deza, A., & Parikh, D. (2015). Understanding image virality. In *Proceedings of the IEEE conference on computer vision and pattern recognition* (pp. 1818-1826).

Zoom adaptation: Guest lecture via Zoom

### 5. The SPIN framework – Zoom adaptation: Guest lecture via Zoom

Mills, A. J. (2012). Virality in social media: the SPIN framework. *Journal of public affairs*, 12(2), 162-169.

### 6. The Berger/Milkman model

Berger, J., & Milkman, K. (2010). Social transmission, emotion, and the virality of online content. *Wharton research paper*, 106, 1-52.

### 7. Videos and virality: The case of YouTube

Khan, G. F., & Vong, S. (2014). Virality over YouTube: an empirical analysis. *Internet research*.

Zoom adaptation: Guest lecture via Zoom

### 8. Virality and Memes

Varis, P., & Blommaert, J. (2015). Conviviality and collectives on social media: Virality, memes, and new social structures. *Multilingual Margins: A journal of multilingualism from the periphery*, 2(1), 31-31.

## 9. Hashtags and virality – Guest lecture via Zoom

Wang, R., Liu, W., & Gao, S. (2016). Hashtags and information virality in networked social movement. *Online Information Review*.

## 10. Sharing is caring? Virality and shareability

Tellis, G. J., MacInnis, D. J., Tirunillai, S., & Zhang, Y. (2019). What drives virality (sharing) of online digital content? The critical role of information, emotion, and brand prominence. *Journal of Marketing*, 83(4), 1-20.

## 11. Virality and strong emotions

Berger, J., & Milkman, K. L. (2013). Emotion and virality: what makes online content go viral?. *Marketing Intelligence Review*, 5(1), 18-23.

12-13. presentations

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מטרות הקורס 

### **Course Description:**

The last decade saw, in parallel to the rise of online social networks, a rise of studies aiming to examine the "rules" of gaining virality on social media. These models are very important for both marketing and branding studies. In this seminar, we will discuss the main virality models. We will also aim to examine, via applied research, their relevance and applicability in a variety of real-world scenarios. The seminar paper will aim to contribute to the growing field of virality studies.

### **Course Goals:**

The course aims to give students tools to conduct empirical analyses, specifically using applied research methods. The analyses are examining the students' own projects as well as other real-life cases to examine virality of various content on the main social media platforms.

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### **Assignments and Requirements:**

80% seminar paper.

20% presentation.

### **Grade Composition:**

80% seminar paper.

20% presentation..



### **Bibliography**

Kowalczyk, D. K., & Larsen, J. (2018). Scalable Privacy-Compliant Virality Prediction on Twitter. arXiv preprint arXiv:1812.06034.

Lu, X., & Szymanski, B. K. (2018). Scalable prediction of global online media news virality. IEEE Transactions on Computational Social Systems, 5(3), 858-870.

Nahon, K., Hemsley, J., Walker, S., & Hussain, M. (2011). Blogs: spinning a web of virality. In Proceedings of the 2011 iConference (pp. 348-355).

Nahon, K., & Hemsley, J. (2013). *Going viral*. Polity.