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

1. The rules of virality


2. Virality prediction-

Zoom adaptation: Guest lecture via Zoom

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


3. Contagion theory

4. Image virality
Zoom adaptation: Guest lecture via Zoom

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

6. The Berger/Milkman model

7. Videos and virality: The case of YouTube
Zoom adaptation: Guest lecture via Zoom

8. Virality and Memes
9. Hashtags and virality – Guest lecture via Zoom


10. Sharing is caring? Virality and shareability


11. Virality and strong emotions


12-13. presentations

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.
Assignments and Requirements:

80% seminar paper.
20% presentation.

Grade Composition:

80% seminar paper.
20% presentation.

Bibliography


