Course Program and Reading List

Semester 2 Year 2023

School: Sammy Ofer School of Communications B.A

Gaining virality on social media: Theory and practice

Lecturer:

Prof. Tal Azran  tazran@runi.ac.il

Course No.: 3096  Course Type: Seminar  Weekly Hours: 2  Credit: 2

Course Requirements: Final Paper  Group Code: 232309601  Language: English

Course Description

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

1. Virality: the main contemporary models


2. Virality on SNS – Guest lecture on Zoom


3. Complex Contagion theory and virality


4. Emotions and virality


5. What makes online content viral – Guest lecture on Zoom


6. The Berger/Milkman model


7. Videos and commenting behaviour

Alhabash, S., Baek, J. H., Cunningham, C., & Hagerstrom, A. (2015). To comment or not to comment?: How virality, arousal level, and commenting behavior on YouTube videos affect

8. Virality and attention mechanism


9. Hashtags and virality – Guest lecture via Zoom


10. Sharing is caring? Virality and shareability


11. Virality and strong emotions


12-13. presentations (might take place via the Zoom platform if relevant)

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**Course Goals**

**Course Description:**

The question which content is more likely to gain virality on online social networks has become a major issue in various fields, including marketing studies and even political studies. Studies aim to examine, for example, whether logic-based content gain more engagement than emotion-based content etc. to understand political manipulation. The seminar course will review the leading theories of virality and aim to encourage students to test some of these theories using applied research.

As some of the classes will be conducted via the Zoom platform, we will host several
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.

Grading

Assignments and Requirements:

80% seminar paper.
20% presentation

Grade Composition:

80% seminar paper.
20% presentation

Reading List

Bibliography

