Join Radboud Summer School 2019!

Social Media Theory and Research

change perspective

Radboud University
Social Media (such as Twitter, Facebook, YouTube, WhatsApp, Plurk, Renren) are important new digital platforms for online social networking and microblogging to discuss all kinds of issues. This kind of public communication has received lots of positive but mainly negative attention in the mainstream media as well as in the social sciences. A subdivision of social media research concerns how regular people (citizens), political actors (politicians, organizations) and media professionals (journalists) use social media to share opinions about issues, create online communities and use social media strategically to inform or to win over people, e.g. to vote for them.

In this course you will learn how to look at these social media data to understand how journalists, politicians, and citizens use social media. The course has three main parts: (a) theorizing social media in general, (b) theorizing online journalism and (c) theorizing online political communication. Theorizing social media will look at specifics of social media design and how this affects online communication and networks. Subsequently we will look at theorizing social media in journalism and political communication using traditional and new approaches to theorize social media such as agenda setting research and networked journalism. Furthermore we will discuss methods of collection and analysing social media data. Here we will focus on understanding the structure of social media data, the dynamics of social media data and the actual content of social media.

After this course you are able to
- Theorize how journalists and politicians use social media; in general, but also specifically in the fields of political communication and journalism
- Understand the different methods needed to test theories on social media in political communication and journalism

Number of EC
2 ECTS credits

Course leader
Maurice Vergeer, Assistant Professor, Communication Science, Radboud University

Social Media Theory and Research
Admission documents
Motivation letter and CV

Entry level
Advanced Bachelor, Master, PhD, Postdoc and Professional

This course is designed for
Everyone with a broad interest in online social relations and online communication on social media and likes the in-depth analysis of online social behaviour and content. Professionals in the media industry can also benefit from joining the course.

You can find more details about this course on our website

Course date
Monday 1 July - Friday 5 July 2019

Course fee
€ 550

Deadline application
1 May 2019

Discounts
• 10% discount for early bird applicants. The early bird deadline is 1 March 2019.
• 15% discount for students and PhD candidates from partner universities. Please note that these discounts can be combined if you apply before 1 March 2019.

Apply now!
What is the RSS experience?

RSS is more than just a course!

Radboud Summer School offers you a unique opportunity to meet other students and researchers from all over the world with different cultural and academic backgrounds. You will also get to know Radboud University and the city of Nijmegen. Our social programme includes a welcome reception, guest lecture and farewell drinks. And for a small fee you can join our BBQ, River Cruise on a pancake boat, a Pub Quiz, Sports Activities or a City Game.

Want to know more?
Have a look at what participants have said about their experience on our website!

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www.ru.nl/radboudsummerschool