

Arab Academy for Science, Technology and Maritime Transport

College of Language and Communication

Basic Course Specifications				
Course Title	:	Social media and fake news		
Course Code	:	(DGM454)		
Program on which the course is given	:	☒ Bachelor	☐ Diploma	☐ Master
Academic year	:	2022 - 2023		
Specialization (units of study)	:	Theoretical (30hrs.)		Practical (30hrs.)
Pre-Requisites	:	None		
Overall Course Objectives				
The aims of this course are: 1. to understand the general epistemic issues surrounding testimony, expert opinion, disagreement and the role of information in society. 2. to discuss the special epistemic problems raised by modern social media. 3. to reflect on how to become more critical media consumers and creators in one’s personal life. 4. to reflect on how institutions should improve access to information while reducing the spread of disinformation.				
Intended Learning Outcomes				
On completion of the course, students will be able to: 1. Apply these concepts to real life cases, such as historic misinformation campaigns or contemporary conspiracy theories. 2. Critically evaluate how our knowledge of the world is influenced by media bias 3. Assess the ethical issues surrounding fake news, partisan media, free speech, and private censorship. 4. Utilize strategies for identifying misleading claims or non-credible sources.				
Knowledge and Understanding				
On completion of this course, students will be able to: 1. Understand and appreciate the First Amendment’s protections for free speech and a free press 2. Understand the power of news and information in a free, open society 3. Understand the decision-making process in news gathering and reporting				
Intellectual Skills				

On completion of this course, students will be able to:

1. Distinguish among different kinds of information and media: news, commentary/opinion, advertising, publicity, entertainment, propaganda, persuasion, raw information
2. Identify key characteristics of Real News: Verification, accountability, independence, multiple perspectives

Professional and Practical skills**On completion of this course, students will be able to:**

1. Understand the decision-making process in news gathering and reporting
2. Evaluate the reliability and accuracy of sources in news stories and other information
3. Deconstruct news stories – from print, TV and the Web – to judge their reliability, impartiality, independence and accuracy

General and Transferable skills**On completion of this course, students will be able to:**

1. Understanding the importance of the Internet as a tool used to gather information on public opinion issues.
2. Using social media and criticizing its performance as a means of forming public opinion.

Course content

Lect. #	Topic	Hrs#	Theoretical	Practical
1	Mining Disinformation and Fake News: Concepts, Methods, and Recent Advancements	3	■	■
2	Discover Your Social Identity from What You Tweet: A Content Based Approach	3	■	■
3	User Engagement with Digital Deception	3	■	■
4	Pretending Positive, Pushing False: Comparing Captain Marvel Misinformation Campaigns	3	■	■
5	Bots, Elections, and Social Media: A Brief Overview	3	■	■
6	Tensor Embeddings for Content-Based Misinformation Detection with Limited Supervision	3	■	■
7	7th week exam	3	■	■
8	Exploring the Role of Visual Content in Fake News Detection	3	■	■
9	Credibility-Based Fake News Detection	3	■	■
10	Standing on the Shoulders of Guardians: Novel Methodologies to Combat Fake News	3	■	■

11	Developing a Model to Measure Fake News Detection Literacy of Social Media Users	3	■	■
12	12th week exam	3	■	■
13	BaitWatcher: A Lightweight Web Interface for the Detection of Incongruent News Headlines	3	■	■
14	An Evolving (Dis)Information Environment – How an Engaging Audience Can Spread Narratives and Shape Perception: A Trident Juncture 2018 Case Study	3	■	■
15	Final Revision	3	■	■

I. Teaching & learning Methods

Interactive lectures
Case studies
Classwork and assignments
Projects and hands-on experiences

II. Facilities Required for Teaching & Learning Methods

■ Projector	■ Overhead Slide	■ Books	■ Video	□ Audio Cassette
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VII. Students Assessment Methods

Assessment Schedule

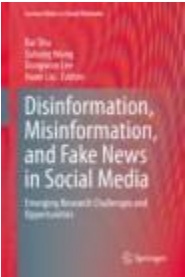
Written Exam & Project Submission	Week 7
Project Submission	Week 12
Written Exam & Project Submission	Week 15

Grading Method

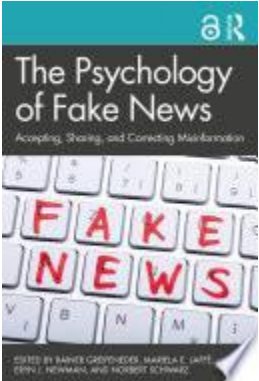
Attendance	■	5 Marks
Mid Term Examination	■	30 Marks
Presentations	□	-
Assignments	□	-
Projects	■	20 Marks
Participation	■	5 Marks
Oral Examination	■	-
Final Examination	■	40 Marks
Total		100%

List of References

Essential Books

Description	:	Kai Shu, Suhan Wang, Dongwon Lee, Huan Liu (2020). Disinformation, Misinformation, and Fake News in Social Media Emerging Research Challenges and Opportunities.	
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Recommended Books

Description	:	th Rainer Greifeneder, Mariela Jaffe, Eryn Newman, Norbert Schwarz (2020). The Psychology of Fake News: Accepting, Sharing, and Correcting Misinformation. Routledge.	
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