

Fachbereich 9 - Medienstudiengänge

Department 9 - Media Courses

Kommentar zur Lehrveranstaltung im SoSe 2023

Description of seminars

Veranstalter*in: Vasilisa Kuznetsova

Lecturer:

Titel (dt.):

Titel (engl.):

(immer
angeben)

Social Media and Social Bots: The Art of Manipulation in the Digital Age

Beschreibung:

Description:

Once considered the embodiment of freedom of speech, social media platforms nowadays are saturated with misleading and manipulative information. With the help of social bots — programmed web robots designed to perform automated tasks on social media — malicious activity can take place on a massive scale. Given that some bots are specifically created to infiltrate political discourses, manipulate public opinion and potentially impact democratic outcomes, the use of bots by public and political actors has become a significant concern in society.

The objective of this seminar is to gain a comprehensive overview of social media bots and the various ways in which they can be used to spread manipulative information and influence public opinion. In conjunction with communication theories such as agenda-setting and discursive power, students will develop an understanding of the role social bots might play in shaping public life. A practical part of the seminar will address the detection of bots, analyzing their characteristics, strategies and purposes.

Dates:

26 May 2023, 10:00-12:00 – *Introductory meeting*

23-24 June 2023, 7 July 2023, 09:00–17:30 – *Block-seminar* (including two 30-minutes breaks during the study sessions and 1-hour lunch break)

Location:

ZeMKI, Linzer Straße 4, Raum 60.070

Literatur:

Literature: