Fachbereich 9 - Medienstudiengänge
Department 9 - Media Courses

Kommentar zur Lehrveranstaltung im WiSe 2023/24
Description of seminars

Veranstalter*in: *Lecturer:*	Vasilisa Kuznetsova
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, and programming a simple Telegram bot without prior programming experience.

Literatur:
Literature:

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Bradshaw, S., Bailey, H., & Howard, P. N. (2021). *Industrialized disinformation: 2020 global inventory of organized social media manipulation*. Computational Propaganda Project at the Oxford Internet Institute.

Wang, P., Angarita, R., & Renna, I. (2018, April). Is this the era of misinformation yet: combining social bots and fake news to deceive the masses. In *Companion Proceedings of The Web Conference 2018* (pp. 1557-1561).

Jungherr, A., Posegga, O., & An, J. (2019). Discursive power in contemporary media systems: A comparative framework. *The International Journal of Press/Politics*, *24*(4), 404-425.

Wischnewski, M., Ngo, T., Bernemann, R., Jansen, M., & Krämer, N. (2022). "I agree with you, bot!" How users (dis) engage with social bots on Twitter. *New Media & Society*, 14614448211072307.

Yan, H. Y., Yang, K. C., Menczer, F., & Shanahan, J. (2021). Asymmetrical perceptions of partisan political bots. *New Media & Society*, *23*(10), 3016-3037.