University of Gdańsk

Subject card

Subject name and code	Analysis of Social Networks in Terms of Obtaining Information and Creating Databases, PG_00199344		
Field of study	Economics		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2026/2027
Education level	Master's studies	Subject group	Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	1	Language of instruction	Polish
Semester of study	2	ECTS credits	2.0
Learning profile	academic	Assessment form	credit
Conducting unit	Division of Electronic Economy -> Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Adam Borodo	
	Teachers	dr Adam Borodo	

Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	15.0	0.0	30
	E-learning hours included: 0.0						

Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM
	Number of study hours	30	0.0	20.0	50

Subject objectives	
	Understanding the principles of social media operation on the Internet. The ability to use analytical tools and standards for utilizing aggregated user data across various social media channels on the Internet.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[EKONMU2_K01] recognises the importance of knowledge in the field of economics in the process of identifying and solving economic problems and of consulting experts when having difficulties in solving them independently	The student recognizes the importance of knowledge in economics for identifying and solving economic problems and seeks expert opinions when encountering difficulties in solving them independently.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK8] observation of student's independent or team work
[EKONMU2_K02] is aware of the level of their knowledge in the area of solving complex problems in economic,; understands the need to extend and update this knowledge throughout his/her life	The student is aware of their level of knowledge in the field of economics and understands the need to deepen and update this knowledge throughout their life.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK8] observation of student's independent or team work
[EKONMU2_U03] can analyse causes and course of economic and social processes and phenomena, formulate his/her own opinions on the subject, construct research hypotheses, and select and apply methods of their verification	The student is able to analyze the causes and course of economic and social processes and phenomena, formulate their own opinions on the subject, develop research hypotheses, and select and apply methods to verify them based on data obtained from social networks.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task
[EKONMU2_U06] can practically apply various forms and range of acquired knowledge in economics, finance and management, supplementing it with an independent critical analysis of its efficiency and usefulness	The student has the ability to practically apply various forms and scope of acquired knowledge in economics, complementing it with independent critical analysis of its effectiveness and usefulness.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU8] observation of student's independent or team work
[EKONMU2_W04] has an in-depth knowledge of different types of economic and social ties and regularities governing them; has an in-depth knowledge of economic and financial ties between enterprises	The student knows various types of economic and social relationships in social media and the regularities occurring between them, and has in-depth knowledge of the economic and financial relationships connecting enterprises. Doubts arising during the problem-solving stage are addressed during consultations.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
[EKONMU2_W06] has an in-depth understanding of statistical and econometric methods and tools for describing and modelling macro- and microeconomic economic structures and public institutions, as well as the processes taking place within them.	The student knows statistical and econometric methods for describing data resources obtained from publicly available social media databases in the context of business enterprises and human interactions.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report

Subject contents

1. Social Media as an element of communication between users and businesses on the Internet - analysis of social networks in terms of their use by users and businesses. The number of social networks available on the Internet, the history of social media, and their development.
2. Classification of social media according to the functions they serve.
3. Methods of collecting data and information about social media users.
4. Overview of publicly available free and paid analytical tools for data collected by social media.
5. Ways of using data by businesses.
6. Case studies - meeting with an industry practitioner.

To further develop the concepts discussed during the lectures, students may take advantage of consultation hours.

Prerequisites and co-requisites

Knowledge encompassing elements of internet marketing and social media. The ability to reason and think logically.

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	presentation of group semester projects: substantive value - 20 points, presentation skills - 5 points, involvement in the project implementation - 5 points, total 30 points	51.0%	100.0%

Recommended reading		
	Basic literature	A. Borodo, Ekonomiczne uwarunkowania wykorzystania mediow społecznosciowych w handlu elektronicznym, Wydawnictwo Uniwersytet Gdanski, Katedra Transportu i Handlu Morskiego, Sopot 2021. Biblia E-biznesu 3.0, Red. M. Dutko, Wydawnictwo Helion S.A., Gliwice 2021. A. Jabłonski, Skuteczna reklama na Facebooku i Instagramie, Wydawnictwo Grupa Marketer S.A., Wydanie II, Lublin 2021.
	Supplementary literature	Ł. Kosuniak, To jest social selling. Wykorzystaj potencjał mediow społecznosciowych w sprzedazy i marketingu B2B, Wydawnictwo Grupa Marketer S.A., Lublin 2021. F. Provost, T. Fawcett, Analiza danych w biznesie. Sztuka podejmowania skutecznych decyzji, Wydawnictwo Onepress, Gliwice 2019 G. Mazurek, E-marketing strategia, planowanie, praktyka, Wydawnictwo Poltex, Warszawa 2018.
	eResources addresses	

Example issues/ example questions/ tasks being completed

Task: Designing a Communication Path in Social Media Using Microsoft Visio

Task Objective: The goal of this task is to understand and visualize how information flows between users, social media platforms, and businesses, and how these interactions affect business relationships. We use Microsoft Visio to design diagrams that show these relationships and information flows.

Guidelines:

Choosing a Social Media Platform: The task begins with selecting one or several social media platforms (e.g., Facebook, Twitter, LinkedIn) to analyze in terms of information flow.

Defining Participants: Identify the key participants in the communication process: users (customers), social media platform (portal), and businesses (companies).

Analyzing and Designing the Communication Path: By analyzing the chosen platform, we aim to understand how information is created, shared, and received by users, how businesses use these platforms to communicate with customers, and what tools (e.g., ads, sponsored posts, official pages, and profiles) are used in these processes. Then, using Microsoft Visio, create diagrams/schematics that depict these communication paths and information flows. The diagrams should include arrows indicating the direction of information flow and labels describing the type of interaction.

Conclusions and Recommendations: Based on the analysis, develop conclusions regarding the effectiveness of different communication paths and strategies used by businesses on the selected platform. Propose recommendations for businesses on how they can improve their communication on social media to better reach their customers and build positive relationships.

Format: The task concludes with the preparation of a report containing an introduction (choice of platform and justification), described and visualized communication paths, conclusions, and recommendations for businesses.

Goals:

- Understand the flow of information in social media.
- Accuracy and comprehensiveness of the analysis of communication paths.
- Quality and readability of visualizations in Microsoft Visio.
- Logic and realism of conclusions and recommendations.

This task will allow for the practical application of knowledge about social media and the development of analytical and design skills.

Work placement	Not applicable

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