

DEPARTMENT OF "International Communication and Media Research"  
COURSE SYLLABUS

Course Details					
Code		Academic Year		Semester	
ICMR120		2021-2022		2	
Title		T	A	L	ECTS
Artificial Intelligence in Communication Research		2	0	0	5
Language	English				
Level	Graduate	x	Postgraduate		
Department / Program	International Communication and Media Research				
Forms of Teaching and Learning	Face-to-Face (60%), Distance Learning (40%)				
Course Type	Compulsory			Elective	x
Objectives	The aim of the seminar is to introduce students to the implementation of artificial intelligence in media and to analyze the transformation of public communication through datafication and algorithmization.				
Content	After a short introduction to the development and fields of application of artificial intelligence, the seminar offers an insight into the impact of digital media transformation on public communication. Furthermore, the potentials and challenges of artificial intelligence technologies for communicators and recipients will be examined. Focusing on societal and social adaptation processes, the increasing importance of algorithms and artificial intelligence will be discussed with regard to ethical challenges, social inequalities, distortions of reality, etc.				
Prerequisites	–				
Coordinator	–				
Lecturer(s)	Asst. Prof. Dr. Aynur Sarısakaloğlu				
Assistant(s)	-				
Work Placement	–				
Recommended or Required Reading					
Books / Lecture Notes	Assenmacher, D., Clever, L., Frischlich, L., Quandt, T., Trautmann, H., & Grimme, C. (2020). Demystifying social bots: On the intelligence of automated social media actors. <i>Social Media + Society</i> , 1-14.				
	Berry, D. M. (2011). The computational turn: Thinking about the digital humanities. <i>Culture Machine</i> , 12, 1-22.				
	Diakopoulos, N. (2019). <i>Automating the news: How algorithms are rewriting the media</i> . Cambridge und London: Harvard University Press.				
	Diakolpoulos, N., & Koliska, M. (2016). Algorithmic transparency in the news media. <i>Digital Journalism</i> , 5 (7), 809-828.				
	Eubanks, V. (2018). <i>Automating inequality: How high-tech tools profile, police and punish the poor</i> . New York: St. Martin’s Press.				

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	<p>Hagendorff, T., &amp; Wezel, K. (2020). 15 challenges for AI: or what AI (currently) can't do. <i>AI &amp; Society</i>, 35, 355-365.</p> <p>Lewis, S. C., Guzman, A. L., &amp; Schmidt, T. (2019). Automation, journalism, and human – machine communication: Rethinking roles and relationships of humans and machines in news. <i>Digital Journalism</i>, 7 (4), 409-427.</p> <p>McCorduck, P. (2004). <i>Machines who think – A personal inquiry into the history and prospects of artificial intelligence</i>. Natick, MA: A K Peters.</p> <p>Ouchchy, L., Coin, A., &amp; Dubljević, V. (2020). AI in the headlines: the portrayal of the ethical issues of artificial intelligence in the media. <i>AI &amp; Society</i>, 35, 927-936.</p> <p>Pariser, E. (2011). <i>The filter bubble: What the Internet is hiding from you</i>. New York, NY: Penguin Press.</p> <p>Reviglio, U., &amp; Agosti, C. (2020). Thinking outside the Black-Box: The case for “Algorithmic Sovereignty” in social media. <i>Social Media + Society</i>, 1-12.</p>		
Other Sources	–		
Additional Course Material			
Documents	PPT-Slides		
Assignments	–		
Exams	–		
Course Composition			
Social Sciences			100%
Natural Sciences			%
Engineering Sciences			%
Expert Knowledge			%
Assessment			
Activity	Count		Percentage (%)
Midterm Exam			
Quiz			
Assignments			
Attendance			
Recitations	1		30
Projects	1		70
Final Exam			
Total			100
ECTS Points and Work Load			
Activity	Count	Duration	Work Load (Hours)
Lectures	14	2	28

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Self-Study	14	2	28
Assignments			
Presentation / Seminar Preparation	1	14	14
Midterm Exam			
Recitations			
Laboratory			
Projects	1	80	80
Final Exam			
<b>Total Work Load</b>			<b>150</b>
<b>ECTS Points (Total Work Load / 30)</b>			<b>5</b>

**Learning Outcomes**

1	Students acquire theoretical knowledge in the field of applications of artificial intelligence in communication sciences.
2	The seminar enables students to reflect on the use of artificial intelligence in the fields of communication and media, including interdisciplinary approaches, at an internationally compatible level.
3	Students will be able to access relevant literature, conduct a content analysis, present and discuss research results in written and oral form.

**Weekly Content**

1	Introduction to new communication and media technologies
2	Development of the research field of artificial intelligence
3	Fields of application of artificial intelligence
4	Transformation of public communication through datafication and algorithmization
5	Artificial intelligence in public communication
6	Implementation of artificial intelligence technologies in journalism I
7	Implementation of artificial intelligence technologies in journalism II
8	Artificial intelligence and social networks I
9	Artificial intelligence and social networks II
10	Potentials and challenges of artificial intelligence I
11	Potentials and challenges of artificial Intelligence II
12	Presentation of research projects I
13	Presentation of research projects II
14	Summary and evaluation of the seminar

**Contribution of Learning Outcomes to Program Objectives (1-5)**

	<b>P1</b>	<b>P2</b>	<b>P3</b>	<b>P4</b>	<b>P5</b>	<b>P6</b>
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1	4	4	4	4	4	5
2	5	4	5	5	5	5
3	5	5	5	5	5	5
Contribution Level		1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High				
<a href="https://obs.tau.edu.tr/oibs/bologna/progProfile.aspx?lang=en&amp;curSunit=6028">https://obs.tau.edu.tr/oibs/bologna/progProfile.aspx?lang=en&amp;curSunit=6028</a>						
Compiled by:		Asst. Prof. Dr. Aynur Sarısakaloğlu				
Date of Compilation:		20. 06. 2021				