

PERSONAL INFORMATION

Radu-Mihai D. MEZA



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radumeza.ro

<https://scholar.google.com/citations?user=py8UoXsAAAAJ>

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<https://publons.com/researcher/2747370/radu-m-meza/>

Sex Male | Date of birth 15/11/1985 | Nationality Romanian

WORK EXPERIENCE

March 2018 - present

Associate professor

Babes-Bolyai University, Faculty of Political, Administrative and Communication Sciences, Journalism and Digital Media Department (fspac.ubbcluj.ro/journalism)

- Teaching and research
- Member of the Babes-Bolyai University Senate, Committee for Curriculum (2012-present)
- Grant director: *Analyzing Dangerous Speech, Hate Speech and Offensive Speech in Romanian and Hungarian Public Facebook Contexts using Computational Sociology Approaches (2018-2020)* - funded by UEFISCDI through the PN III P1-1.1-TE program, Project code: 2016-0892 | Contract number: 35/2018, <http://adhoc.granturi.ubbcluj.ro/>
- Member of the Babes-Bolyai University Senate (2012-2016, 2016-2020, 2020-2024) and President of the BBU Senate Curriculum Committee (2020-2024)
- Coordinator of the Digital Media Bachelor (2016-present)
- Head of the Journalism and Digital Media Department (2021-present)
- Evaluator and National Permanent Experts Committee Member of ARACIS (Romanian Agency for Quality Assurance in Higher Education)

Business or sector Higher education and research

April 2013 - February 2018

Lecturer

Babes-Bolyai University, Faculty of Political, Administrative and Communication Sciences, Journalism Department (fspac.ubbcluj.ro/journalism)

- Teaching and research
- Member of the Babes-Bolyai University Senate, Committee for Curriculum

Business or sector Higher education and research

February 2009 - April 2013

Assistant

Babes-Bolyai University, Faculty of Political, Administrative and Communication Sciences, Journalism Department (politico.ubbcluj.ro/journalism)

- Teaching and research

Business or sector Higher education and research

August 2008 -February 2009

Research assistant

Babes-Bolyai University, Faculty of Political, Administrative and Communication Sciences, Journalism Department (politico.ubbcluj.ro/journalism)

- Research

Business or sector Higher education and research

June 2008 -January 2009

Columnist

Agora Online new media culture online magazine

- Columnist

Business or sector Media/Journalism

June 2007 - June 2017

Reviewer / Columnist / Editor

Transilvania International Film Festival official magazine *AperiTIFF*

- Film reviewer / columnist / editor

Business or sector Media/Journalism

February 2006 – May 2007

Junior researcher, Head of IT & Web Department

Center for Health Policy and Public Health

- Researcher and Web manager

Business or sector Research

February 2005 – January 2006

Show Host/Producer

TV Europa Nova

- Producer and Host of a weekly TV program on cultural topics

Business or sector Media/Journalism

EDUCATION AND TRAINING

October 2008 – February 2012

Ph.D. in Sociology - thesis title: The Structure and Dynamics of Popular Online Social Networking Systems

EQF Level 8

Babes-Bolyai University, Faculty of Sociology and Social Work, Sociology Department, supervised by prof. Traian Rotariu

- Advanced Qualitative Methods, Advanced Quantitative Methods, Research Methodology, Theoretical Aspects of Studying Social Problems, Research Methodology

October-November 2011

Authorized Project Manager Certificate

EQF Level 7

KAIZEN Training & Consulting

Project definition, Budget Formulation, Project Management

October-November 2011

Authorized Trainer Certificate

EQF Level 7

EDUEXPERT National Training Centre

Teaching methods, Cooperative teaching techniques, Adult education

2008 – 2009

M.A. in Media Communication

EQF Level 7I

Babes-Bolyai University, Faculty of Political, Administrative and Communication Sciences, Journalism Department

- Media Communication, Symbolic Communication, Communication Dynamics, Communication Ethics, Media Culture, Communication Techniques

2004-2008

B.A. Diploma in Journalism

EQF Level 6

Babes-Bolyai University, Faculty of Political, Administrative and Communication Sciences, Journalism Department

- Journalistic Genres, Cultural Journalism, TV Journalism, Radio Journalism, Photojournalism Online Journalism, Written Press, Media Institutions, Media Sociology, Philosophy of Communication, Media Research Methodology.

2004-2008

B.Sc. Diploma in Computer Science

EQF Level 6

Babes-Bolyai University, Faculty of Mathematics and Computer Science, Computer Science Department

- Object Oriented Programming, Algorithmics, Formal Languages, Integrated System Design and Implementation, Algebraic Structures, Computational Algebra, Graph Theory, Calculus, Vector Geometry, Parallel Computing, Operations Research, Probabilities, Statistics, Evolutionary Computing, Artificial Intelligence, Intelligent Robots, Networks
- Skills: Software Design, Interface Design, Data Mining and Knowledge Representation

PERSONAL SKILLS

Mother tongue(s)

Romanian

Other language(s)

| | UNDERSTANDING | | SPEAKING | | WRITING |
|--|---------------|---------|--------------------|-------------------|---------|
| | Listening | Reading | Spoken interaction | Spoken production | |
| English | C2 | C2 | C2 | C2 | C2 |
| Cambridge Proficiency Examinations Grade A | | | | | |
| French | B2 | B2 | B2 | B2 | B2 |
| Spanish | B2 | B2 | A2 | A2 | A2 |

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user
Common European Framework of Reference for Languages

Communication skills

- Good communicator, sociable. I have established strong friendships in all the work contexts.

- Organisational / managerial skills**
- Team spirit, good leader and organizer. I have coordinated and been a member of several projects both within the University context and outside it.
- Job-related skills**
- Analysing traditional media texts and new media texts/systems using both traditional Media Studies qualitative approaches and computational, automated data gathering and representation techniques, software systems analysis, cultural interfaces analysis, complex networks analysis
- Computer skills**
- Programming: C/C++, Java, C#, Pascal, Lisp, Prolog, SQL
Photoshop, Quark Xpress,
Statistics and Analysis: SPSS, R, Tableau, KH Coder, Tropes
Office: Microsoft Office 97-2003/2007/2013/360 + NodeXL, Open Office
Content-management systems: Joomla, Wordpress, QuickCMS, Drupal, MediaWiki, NewsCoop, Concrete5.

Presentations
Projects
Conferences
Seminars
Honours and awards
Memberships
References

Competitions:

First Prize (part of a team of 5 Ph.D. students) in the System Specifications Proposals Competitions part of POSDRU 21/1.5/G/37486 project for ensuring the quality, visibility and interdisciplinarity of Ph.D. programs

First Prize –national level- Imagine Cup 2008, Software Design Section and participated to the Imagine Cup Paris `08 World Finals, organized by Microsoft. (with the Sm@rtDev team)

UEFISCSU National Prize for technical and scientific innovation (with the Sm@rtDev team)

Third Prize in the competition for best Diploma Thesis 2008 at Faculty of Mathematics and Computer Science

Excellence Award in the Student of the Year 2007 National Competition, Journalism Section.

Grants/Participation in projects:

"Analyzing Dangerous Speech, Hate Speech and Offensive Speech in Romanian and Hungarian Public Facebook Contexts using Computational Sociology Approaches" -grant director/principal investigator -(2018-2020) - funded by UEFISCDI through the PN III P1-1.1-TE program, Project code: 2016-0892 | Contract number: 35/2018, <http://ad hoc.granturi.ubbcluj.ro/>

"Integrated Journalism in Europe" – project team member/ researcher in consortium: Pompeu Fabra University, Paris 8 University, Babeş-Bolyai University, Danish School of Media, Linnaeus University UNESCO grant for participation in European Science Open Forum – Turin 2010

PetaMedia (European Network of Excellence) grant for participation in 1st Spring School on Social Media Retrieval (Interlaken, 2010)

„E-marketing and software quality management based on eye tracking analysis” Financed through the Program PN II IDEI PCE, 2008 competition, Code 2443/2009, Period: 2009-2011.Host institution: Babes-Bolyai University Facultatea de Stiinte Economice si Gestiunea Afacerilor; Grant director Lecturer Robert Buchmann Ph.D., FSEGA, UBB

Conference participations:

Media Convergence International Conference, Babeş-Bolyai University, Cluj-Napoca Romania, 23-26 October 2013

New Media and the Public Sphere International Conference, University of Copenhagen, Copenhagen, Denmark, 8-9 November 2012

The Political Economy of ICT: Social networking – Ph.D. Summer School, Skagen, Denmark, 22-27 of August, 2010

1st Spring School on Social Media Retrieval (Interlaken, 2010) – covered by a PetaMedia grant

Interdisciplinary New Media Studies Conference, Cluj-Napoca, 2009

PR Trend Conference, Cluj-Napoca, 2009

EADiM (European Academy for Digital Media) Academic Network Conference 2008

AUDEM (Alliance of Universities for Democracy) International Conference 2007

IEEE AQTR (Automation, Quality Testing and Robotics) International Conference 2008

Other experiences:

Guest lecturer - Erasmus+ program, Kobe University, Japan - December 2015

Guest lecturer – Erasmus Teaching Week, Riga Stradina University, Riga, Latvia – May 2014

Invited lecturer – Erasmus Intensive Program Production de l'information et pratique journalistique en Europe”, Paris 8 University, Westminster University, Pompeu Fabra University, Babeş-Bolyai University – August-September 2013

Organiser, Panel Chair, Media Convergence International Conference, Babeş-Bolyai University, Cluj-Napoca Romania, 23-26 October 2013

Panel Chair, New Media and the Public Sphere International Conference, University of Copenhagen, Copenhagen, Denmark, 8-9 November 2012

Program Chair of Interdisciplinary New Media Studies Conference, Cluj-Napoca, Romania 2009

Editor-in-chief of “Contact Cultural” online and print cultural magazine (2007-2009)

Publications

Articles published in scientific journals and conference proceedings indexed in databases:

1. **Meza Radu-Mihai, Sacarea Christian, Cimpoi Mircea**, Improving Conceptual Search Results Reorganization Using Term-Concept Mappings Retrieved from Wikipedia, ISI conference, IEEE AQTR 2008, IEEE, Editor: Liviu Miclea, Ioan Stoian, 978-1-4244-2577-8, <http://aqtr.ro/>, 2008, P. 234-238
2. **Ciuhuta Cristina, Zoicas Diana, Cimpoi Mircea, Meza Radu-Mihai, Suci Dan-Mircea**, GreenLife - A MMORPG That Stimulates an Ecological Behaviour, STUDIA UNIVERSITATIS BABES-BOLYAI. INFORMATICA, Categ CNCSIS B+, LIII, 1, 2008, P.121 – 128
3. **Meza Radu-Mihai**, Text, metatext, hypertext and subtext. YouTube in the culture of re-mediation and remix: a new media study, Journal of Media Research, nr. 2/2008, pp 51-72
4. **Buchmann Robert Andrei, Mihaila Adrian-Alin, Meza Radu-Mihai**, Semantic processing based on eye-tracking metrics, SCOPUS, www.scopus.com, WSEAS Transactions on Computers, 2009, P.1701-1710
5. **Buchmann Robert Andrei, Mihaila Adrian-Alin, Meza Radu-Mihai**, Semantics based on eye-tracking data, Proceedings of the 9th WSEAS Conf. on Applied Informatics and Communications, Moscova, August 2009, WSEAS Press, Editor: Nikos Mastorakis et al., 978-960-474-107-6, <http://www.wseas.org/conferences/2009/russia/aic/>, 2009, P. 471-474
6. **Meza Radu-Mihai, Buchmann Robert Andrei**, Real-time Social Networking Profile Information Semantization Using Pipes and FCA, ISI conference, IEEE AQTR, IEEE, Editor: Miclea Liviu, Stoian Ioan, 978-1-4244-6722-8, <http://aqtr.ro>, 2010, P. 225-229
7. **Buchmann Robert Andrei, Meza Radu-Mihai**, Capturing Eye Tracking Data for Customer Profiling, 13th Int Conf on Business Information Systems 2010, Springer, Editor: Robert Tolksdorf, ISSN 1865-1348, http://bis.kie.ae.poznan.pl/13th_bis/, 2010, P. 94-105
8. **Buchmann Robert Andrei, Meza Radu-Mihai, Hejja Anita**, THE AUTOMATED DERIVATION OF SEMANTICS FROM ERP DATABASES, ICAAP, DOAJ, Genamix, <http://jacs.usv.ro/index.php?pag=arc>, Journal of Applied Computer Science & Mathematics , 2010, P.27-32
9. **Buchmann Robert Andrei, Meza Radu-Mihai, Hejja Anita**, An Eye Tracking Semantic Repository for User Profiling, Symbolic and Numeric Algorithms for Scientific Computing (SYNASC), 2010 12th International Symposium on , IEEE Computer Society, Editor: Tetsuo Ida et al., 978-1-4244-9816-1 , <http://synasc10.info.uvt.ro/>, 2011, P. 215-223
10. **Buchmann Robert Andrei, Meza Radu-Mihai, Pulcher Delia**, An Approach to the Semantization of ERP Systems , 14th International Conference on Business Information Systems, Springer, Editor: Witold Abramowicz, 978-3-642-21863-7, http://bis.kie.ae.poznan.pl/14th_bis/, 2011, P. 218-229
11. **Buchmann Robert Andrei, Meza Radu-Mihai**, Towards the Semantic E-government, Transylvanian Review of Administrative Sciences, nr 35 E/2012, pp. 33-47
12. **Jecan Vlad, Meza Radu-Mihai**, Concept mapping of ideological positioning in cultural and political periodicals in the Interbellum Cluj, Romanian Journal of Information Science and Technology, nr 2-3, 2013, pp. 237-250
13. **Mogoş Andreea, Meza Radu-Mihai**, New trends in Journalism curriculum development. Romania within the international context, Studia Ephemerides, nr. 1/2013
14. **Meza Radu-Mihai**, Discursive patterns in fake online news. An analysis of timesnewroman.ro articles over five years, Studia Ephemerides, nr. 2/2014
15. **Meza Radu-Mihai, Trofin Constantin**, Between science popularization and motivational infotainment: Visual production, discursive patterns and viewer perception of TED talks video, Studia Ephemerides, nr. 2/2015
16. **Meza, Radu M.** "Hate-Speech in the Romanian Online Media." *Journal of Media Research* 9, no. 3 (2016): 55.
17. **Berce, Cristian, Ciprian Tomuleasa, and Radu Meza.** "Horizon 2020: Funds to help Eastern Europe close the gap." *Nature* 541, no. 7636 (2017): 157-157.
18. **Meza, R., Vincze, H.O. and Mogoş, A.,** 2018. Targets of Online Hate Speech in Context. A Comparative Digital Social Science Analysis of Comments on Public Facebook Pages from Romania and Hungary. *Intersections -East European Journal of Society and Politics*, pp.26-50. WOS:000456889300002
19. **Meza, Radu; Meza, Şerban.** A Triadic Formal Concept Analysis Approach to Analyzing Online Hate Speech in Facebook Comments. *BRAIN - Broad Research in Artificial Intelligence and Neuroscience- ISSN:2067-3957, Issue 1, Volume 10, 2019, pp. 73-81. WOS:000457502300007*

20. **Mogos Andreea Alina, Meza Radu-Mihai, Vincze Hanna Orsolya**, Discursive Patterns on the Facebook Pages of Government Institutions. A Comparative Analysis of Romania and Hungary, Pagina: 374 - 386, An: 2019, Volum: Sustainable Development and Resilience of Local Communities and Public Sector Organizations, Transylvanian International Conference in Public Administration 16-18 November 2018 Cluj-Napoca Romania, Editură: Accent, Editor: Cristina HARUȚA Cristina M. HINȚEA Octavian MOLDOVAN, ISBN/ISSN: 978-606-561-202-0

21. **Vincze, Hanna Orsolya, Radu Meza, Delia Cristina Balaban**. "Frame Variation in the News Coverage of the Refugee Crisis: The Romanian Perspective." East European Politics and

Other articles published in scientific journals and conference proceedings

1. **Cimpoi Mircea, Meza Radu-Mihai**, *Traffic Sign Detection Based on Color, Light and Geometric Information*, IEEE AQTR 2008, IEEE, Editor: Liviu Miclea, Ioan Stoian, 2008, P. 168-172
2. **Meza Radu-Mihai**, *Gathering and Representing Online Data for Research. Scrapers and Feed Mashup Tools*, Interdisciplinary New Media Studies International Conference, Napoca Star, Editor: Elena Abrudan, Andreea Mogos, Radu Meza, 2009, P. 116-119
3. **Meza Radu-Mihai**, *Computational Thinking in Journalism Education*, Shaping The Future of News Media, Pompeu Fabra University, Barcelona, Spain, 2015
4. **Radu MEZA, Andreea MOGOȘ, Hanna-Orsolya VINCZE**, Taking Names. Patterns of Meaning and Stereotyping of Social Categories in Antagonistic Discourses on Social Media in Romania and Hungary, abstract în Abstract Book 14th ESA Conference | Europe and Beyond: Boundaries, Barriers and Belonging | 20-23 August 2019 | Manchester, ISBN 978-2-9569087-0-8, p. 445
5. **Mogos Andreea Alina, Meza Radu-Mihai, Vincze Hanna Orsolya**, Discursive Patterns on the Facebook Pages of Government Institutions. A Comparative Analysis of Romania and Hungary, Pagina: 374 - 386, An: 2019, Volum: Sustainable Development and Resilience of Local Communities and Public Sector Organizations, Conferință: Transylvanian International Conference in Public Administration 16-18 November 2018 Cluj-Napoca Romania, Editură: Accent, Editor: Cristina HARUȚA Cristina M. HINȚEA Octavian MOLDOVAN, ISBN/ISSN: 978-606-561-202-0
6. **MOGOȘ, A., VINCZE H.O., R.M. MEZA**. Building Trust in European Institutions. Romanian Online News Media Representations of the Main EU Institutions. In C. Hințea, B. Radu, R. Suci, eds., Collaborative Governance, Trust Building and Community Development. Accent: Cluj, 2020. 236–246.
7. **MOGOS, A., H.O. VINCZE, R. MEZA**. Online news media construction of societal concerns. Media representations of risks and moral panic in Romania and audience response. In Delia Cristina Balaban, Ioan Hosu, Andreea Voinea, eds., *Communication. It's about Platforms*. Accent: Cluj-Napoca, 2020. 113—126.

Books

1. **Meza R.M.**, Structura și dinamica sistemelor online de networking social de succes (The Structure and Dynamics of Popular Online Social Networking Systems), Presa Universitară Clujeană, 2015.
2. **Meza, R.M.**, Analiza media. De la gândirea critică la gândirea computațională (Media Analysis. From Critical Thinking to Computational Thinking), editura Presa Universitară Clujeană, 2020

Book sections/Co-authored books

1. **Meza Radu-Mihai**, book chapter: *Popular Media and News Media Analysis* in Media Literacy, ACCENT, CLUJ-NAPOCA, Editor: Elena Abrudan, 2008, P. 54-77
2. **Meza Radu-Mihai**, book chapter: *Analiza sistemelor și obiectelor new media. Text, metatext, hipertext și subtext* in Fragmentum, ACCENT, CLUJ-NAPOCA, Editor: Elena Abrudan, 2008, P. 50-74
3. **Meza Radu-Mihai**, case study, *Cultura sistemelor new media. YouTube ca platforma de marketing in cultura remedierii si a remixului in PR, publicitate si new media*, TRITONIC, BUCURESTI, Editor: Delia Cristina Balaban, Ioana Iancu, Radu Meza, 2009, P. 108-126
4. **Hejja Anita, Szekeley Anamaria, Buchmann Robert Andrei, Meza Radu-Mihai, Szekeley Anamaria, Hejja Anita**, carte, *Convergența între studiile eye tracking și modelarea cunoștințelor în Semantic Web*, RISOPRINT, CLUJ-NAPOCA, 2011, P. 175
5. **Meza Radu-Mihai**, book section, Computational Thinking and Journalism Education in Shaping the Future of News Media – co-editors: Carles Singla, Irene da Rocha, Xavier Ramon, Pompeu Fabra University, Barcelona, 2015.
6. Vlad Jecan, **Meza Radu-Mihai**, book section: *Co-Citation Mapping of the Intercultural Dialogue of the Intellectual Communities in Arad and Timisoara (19th to early 20th century)* in Intercultural Conflict and Harmony in the Central European Borderlands. The Cases of Banat and Transylvania, ed: Mihai Spariosu, V&R unipress GmbH, Gottingen, pp 355-368.

7. **Meza, R.M.**, Cultura populară, capitol în Digitalizarea media și cultura populară, editor R.M. Meza, editura Presa Universitară Clujeană, 2019, ISBN 978-606-37-0580-9, pp. 9-28
8. **Meza, R.M.**, Antagonismele online, capitol în Digitalizarea media și cultura populară, editor R.M. Meza, editura Presa Universitară Clujeană, 2019, ISBN 978-606-37-0580-9, pp. 66-72
9. **Meza, R.M., Mogoș Andreea Alina, Trofin Constantin**, Amatori și profesioniști. Genuri de video-uri online, capitol în Digitalizarea media și cultura populară, editor R.M. Meza, editura Presa Universitară Clujeană, 2019, ISBN 978-606-37-0580-9, pp. 88-101
10. **Meza, R.M.**, Limbajul memelor pe internet, capitol în Digitalizarea media și cultura populară, editor R.M. Meza, editura Presa Universitară Clujeană, 2019, ISBN 978-606-37-0580-9, pp. 130-139
11. **Hanna-Orsolya VINCZE, MEZA Radu, MOGOȘ Andreea**, *Disparaging "the Assisted": Shaming and Blaming Social Welfare Recipients in Romania and Hungary*, capitol in Reifová, Irena, Hájek, Martin (Eds.) *Mediated Shame of Class and Poverty Across Europe*, Palgrave, 2021, ISBN 978-3-030-73542-5

Co-edited/Coordinated books:

1. **Meza Radu-Mihai, Balas Delia-Cristina, Iancu Ioana-Raluca**, *PR, publicitate si new media*, TRITONIC, BUCURESTI, 2009, P. 173
2. **Meza Radu-Mihai, Abrudan Elena, Mogoș Andreea Alina**, *Interdisciplinary New Media Studies Conference Proceedings*, Napoca Star, Cluj-Napoca, 2009, P. 130
3. **Meza, R.M.**(editor), Digitalizarea media și cultura populară, editura Presa Universitară Clujeană, 2019, ISBN 978-606-37-0580-9

Taught courses(at the present)

New Media Theory – Journalism/Digital Media study programs, Bachelor level, 2nd year – taught in English since 2012 and in Romanian since 2011

The purpose of the course is understanding the development of new media and associated phenomena from the technological, politico-economic and social perspectives. The course is focused on the understanding of the following topics:

- the social, political and economic changes related to the use of new media technologies: the bias of technology, media ecology, technological determinism;
- professional and interpersonal communication in the context of new media: one-to-one, one-to-many, many-to-many, networked publics, publicly private, privately public, mass-media, networked media;
- the paradigm shifts associated with new communication technologies;
- the main academic theories relating to new media technology use;
- democracy, remix, remediation, self-presentation, creativity, propriety in the context of contemporary new media.

Media Analysis - Journalism/Digital Media study programs, Bachelor level, 3rd year – taught in English since 2012 and Romanian since 2008

The course is meant to enable journalism students to use media analysis techniques to deconstruct media texts, to discuss meaning in relation to cultural context and the audience's expectations, to identify and explain ideological elements and bias in media representation. The course is structured on the following techniques:

- analysing media institutions using the ownership, control, production and distribution model;
- analysing media texts, professional processes and practices using ideological analysis methods;
- using semiotic methods and narrative analysis to deconstruct media texts;
- using sociological analysis to discuss values, lifestyles, stereotypes, genres and formulas in media representation and correlate them with the audience's expectations;
- using computational approaches to analyzing large datasets of media messages.

Film Studies - Journalism study program, Bachelor level, 3rd year (optional) – taught in Romanian between 2009 and 2012 in English since 2013

- The Film Studies course aims to provide students with sets of concepts used in both film reproduction and film analysis and the skills necessary to plan and implement short film projects. The course is structured on the following topics:
- Understanding the basic mechanisms, practices and processes of the film industry;
- Recognizing fiction and non-fiction film genres;
- Analyzing the structure of films;
- Writing a pitch for a short documentary film.

New Media Culture – Media Communication and Digital Media and Game studies study programs, Master's level, 1st year – taught in English since 2012

This research-oriented course is focused on the understanding of the theoretical frameworks, methodology and collection/analysis tools that can be used to research new media communication from the technological, political economy and social perspectives. Students learn to use online data collection software such as NodeXL(using social media APIs), Helium Scraper (HTML web scraping) and other services, and also automated analysis software such as Tropes (and other natural language/semantic analysis tools).

Web Design - Media Communication, Digital Media and Game Studies and Media Production study programs, Master's level, 1st year (optional) – taught in English since 2012

This practical course is meant to help students develop their understanding of the Web design principles in the context of the wide-spread use of Content Management Systems. This practical project-based course is structured on the following topics:

- understanding the Hypertext Markup Language HTML;
- understanding Cascading Style Sheets (CSS);
- understanding Web Content Management Systems (CMS);
- using CMS to implement functionalities based on user needs and use-case scenarios;
- customizing CMS templates using HTML and CSS.

Digital Media Analysis - Digital Media Bachelor program, 2nd year - taught in Romanian since 2016

This course is focused on open data collection and social media data analysis methods in the context of internet research, data journalism, online market research, online communication research and media analysis. The course is structured on the following topics:

- Web Data Extraction, Web Wrapping, Web Scraping, Web Crawling
- Automate navigation
- Scraping and Data Management
- Data Cleanup
- Open Data Sources
- Data Analysis
- Data Visualisation

Web Content Management Systems - Digital Media Bachelor program, 1st year - taught in Romanian since 2017

The course is meant to familiarize students with dynamic web sites, online content management, business models, templating and some of the most widely used open source Web Content Management Systems: Wordpress, Drupal, Joomla, Typo3, Magento, MediaWiki, NewsCoop/SuperDesk

Courses/modules/seminars
formerly taught

Introduction in Media Studies

Media and Popular Culture

Creative Writing

News Writing

Opinion Writing

Editing in Web Languages: HTML and CSS

Media Research Methods (seminar)