Course Syllabus

Code - Course Title	**RHİ638 - Algorithmic Persuasion and Behavioral Communication**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**7.5**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. NECİP SERDAR SEVER

Mode of Delivery	face to face
Prerequisites	None
Courses Recomended	none
Recommended Resources	None
Work Placement	none

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction to the concept of algorithmic persuasion and basic approaches	
Week - 2		Behavioral communication and cognitive orientation theories	
Week - 3		Artificial intelligence, data, and algorithmic decision-making	
Week - 4		Micro-targeting and behavioral modeling	
Week - 5		Platform economy and surveillance capitalism	
Week - 6		Algorithmic bias and ethical issues	
Week - 7		Mid-term evaluation and literature presentations	
Week - 8		Algorithmic persuasion in political communication	
Week - 9		Data-based orientation in advertising	
Week - 10		Perception management in digital platforms	
Week - 11		Deepfake, disinformation, and persuasion	
Week - 12		Academic research projects workshop	
Week - 13		Project presentations	
Week - 14		General evaluation and final project presentation	

Learning Outcomes

#	Learning Outcome
1	Explains the concept of algorithmic persuasion within an advanced theoretical framework.
2	Analyzes the individual and social effects of AI-supported persuasion mechanisms.
3	Interprets behavioral communication models in relation to algorithmic systems.
4	Evaluates micro-targeting and data-based orientation strategies with scientific criteria.
5	Discusses the ethical, legal, and political dimensions of algorithmic persuasion processes.
6	Develops an original research proposal based on international academic literature.
7	Produces projects, articles, and presentations focused on algorithmic persuasion.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.