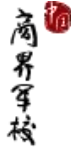




PHBS

北京大学汇丰商学院



Course Code Research on Online Public Opinion Module 1, 2025

Course Information

Instructor: Yangjuan Hu

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Office Hour: 14:00-16:00 (Mon, Thu)

Teaching Assistant:

Phone:

Email:

Classes:

Lectures:

Venue:

Course Website:

If any.

1. Course Description

1.1 Context

Course overview: This course aims to help students to learn theories and research methods of online public opinion, and to understand basic concepts about public opinion, mechanism of online public opinion, and how to deal with online public opinion. Students are expected to be able to analyse online public opinion on a specific topic or agenda, which will help them to be competent as a public opinion analyst in government or public relation manager in business entities.

This course could be divided into three parts: the first part is about concepts and theories in public opinion research; the second part introduces online public opinion mechanism and coping strategy, based on cases and related researches; in the third part, students will learn useful method and tools for public opinion analysis.

Prerequisites: No prior knowledge is required.

1.2 Textbooks and Reading Materials

Li, B. (2020). *Introduction to Public Opinion*. Renmin University Press.

Lippmann, W. (1922). *Public Opinion*. Harcourt, Brace.

Mitchell, R. (2015). *Web Scraping with Python*. O'Reilly Media.

Bird, S., Klein, E. & Loper, E. (2009). *Natural Language Processing with Pthon*. O'Reilly Media.

2. Learning Outcomes

2.1 Intended Learning Outcomes

Learning Goals	Objectives	Assessment (YES with details or NO)
1. Our graduates will be effective communicators.	1.1. Our students will produce quality business and research-oriented documents.	Yes, students are required to produce a final report.
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	Yes, students are expected to actively participate in the class discussion and present their group project.
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	Yes
	2.2. Students will be able to apply leadership theories and related skills.	Yes
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it.	Yes
	3.2. Our students will practice ethics in the duration of the program.	Yes
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	Yes
5. Our graduates will be skilled in problem-solving and critical thinking.	5.1. Our students will have a good understanding of fundamental theories in their fields.	Yes
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	Yes
	5.3. Our students will demonstrate competency in critical thinking.	Yes

2.2 Course specific objectives

Upon successful completion of this course, students will be able to:

1. Collect public opinion data from websites and social media.
2. Apply proper approaches and theories to analyse public opinion.
3. Make appropriate decision when facing public opinion crisis in various settings.

2.3 Assessment/Grading Details

Subject	Percent of Grade
Attendance	10%
Discussion	30%

Final report	60%
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Students are required to be attentive to online public opinion and actively participate in the class discussion. Attendance and participation in discussion account for 30% of the final grade. Students will be judged independently.

For the final report, students will be randomly divided into several groups. Each group needs to present a detailed analysis of public opinion on a specific topic and try to find a solution. Students will be judged as a group. An oral defence may take place during the presentation.

2.4 Academic Honesty and Plagiarism

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

AI tools requirements:

Using AI tools to complete assignments or assessments without the approval of the course instructor will be regarded as an act of academic dishonesty. Depending on the severity of the situation, penalties will be implemented in accordance with the provisions of the Peking University Graduate Student Handbook.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

3. Topics, Teaching and Assessment Schedule

Session	Topic	Recommended reading
1	Introduction to Online Public Opinion	
2	Online public opinion and media ecology	
3	Online public opinion and social psychology	
4	Actors in online public opinion	
5	Research proposal	
6	Social network analysis I	
7	Social network analysis II (Gephi)	
8	Introduction to Python I	
9	Introduction to Python II	
10	Web scraping with Python I (Beautiful Soup)	
11	Web scraping with Python I (APIs)	
12	Web scraping with Python II (Selenium)	

13	NLP with Python I (handling words in English and Chinese)	
14	NLP with Python II (text classification, sentiment analysis)	
15	NLP with Python III (machine learning)	
16	Online public opinion management I	
17	Online public opinion management II	
18	Final report	

4. Miscellaneous

n/a