

ISOM1090
Social Media: Collective Intelligence & Creativity
Winter 2020

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Course Description

The ubiquitous presence of social media has reshaped the web from a medium of deliver information to a platform for participation. Web technology is now connecting a diversity of people and idea and encouraging cooperation and collaboration. This course will examine the impact of the open and peer-to-peer collaborations that are the underpinning Web 2.0. In addition to learning Web 2.0 enabling technologies, students will also understand the social and philosophical implications of this phenomenon.

This class is open to undergraduates in all disciplines with either technical or non-technical backgrounds. Course work will include lectures, class discussion, homework, lab, and project presentation.

Learning Outcomes

By the end of this course, you will be able to:

- Articulate the origin and basic characteristics of Web 2.0 applications
- Explain long tail and network effect
- Understand principles of peer production and the Wikinomics model enabled by social media technologies
- Define crowdsourcing & collective intelligence
- Explain that social media are both a technology and a social phenomenon.
- Analyze the issues of open source software

This course will provide students with opportunity to develop ability to:

- Apply a variety of uses of social media tools
- Participate in social bookmarking, tagging, blogging, podcasting and using wikis
- Communicate and participate in a written discussion
- Deliver a professional quality presentation
- Contribute to the successful and timely completion of a group project

Intended Learning Outcomes Approach

The learning activities in the course are designed to emphasize the participatory and collaborative nature of Web 2.0. Since delivery mode this semester is online, much of the lecture notes will be posted on Canvas.

Course Requirements:

Assignments (1-5)	10%
Assignment #6 (Group)	5%
Reading Assignments (5)	10%
Class Exercises (9)	24%
Class Participation	10%
Project Presentation	10%
Project Reports (2)	10%
Final Exam	20%

Assignments #1-#5 – all are online exercises.

Assignment #6 is a group exercise. Members will consist of the same members of the project group.

Class Exercises – There will be an exercise at the end of each class. Questions will be about the content of that day lesson. If you attend the lecture, pay attention and take notes, you should have no problem answer the questions. You have until 3 pm to submit the work. I will take the best 8 (out of 9) of the exercises.

Required Text

There are no required texts for this course. Lecture notes comprises of mainly power point slides and online reading assignment.

Tentative Weekly Schedule:

Week	Topic	Notes
03/Jan/2020	Web 2.0 - Overview	
06/Jan/2020	Network effect, Long Tail & Web 2.0	
08/Jan/2020	Search – Database of Intention	
10/Jan/2020	Collective Intelligence	
13/Jan/2020	Crowdsourcing Project Proposal Due	
15/Jan/2020	Folksonomy & Social Media	
17/Jan/2020	Social Network, Blogs & Wikipedia	
20/Jan/2020	Open Source Software	
22/Jan/2020	Creative Commons & Mashup	
23/Jan/2020	Final Exam	