

ISOM1090 Social Media: Collective Intelligence
Summer 2022-23

Instructor: Dr. Jack Teh (jteh@ust.hk)

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. However, the nascent proliferation of fakes news is beginning to have an erosive effect on the open and peer-to-peer collaborations that are the underpinning Web 2.0. Our aim of the course is to make students aware of the tug of war between beneficial and harmful effect of this social media 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.