

## ISOM1090 Social Media: Collective Intelligence Winter 2024-25

**Instructor:** Dr. Jack Teh ([jteh@ust.hk](mailto: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.

### 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
- Analyze the issues of open source software
- Explain that social media are both a technology and a social phenomenon.
- Understand the bane of fakes news

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

03/Jan/2025	Web 2.0 - Overview
06/Jan/2025	Network effect, Long Tail , Mashup, Search – Database of Intention
08/Jan/2025	Collective Intelligence
10/Jan/2025	<b>Project Proposal Due</b>
13/Jan/2025	Crowdsourcing & Kiva
15/Jan/2025	<i>Mid-Term</i> ; Folksonomy & Social Media
17/Jan/2025	Social Network, Blogs , Wikipedia, Open Source Software & Creative Commons
20/Jan/2025	Dark Sides of Web - Fake News, Trolls, Data Surveillance
22/Jan/2025	Project Presentation/Report Due Date
24/Jan/2025	Final Exam