

ISOM1090 Social Media: Collective Intelligence

Winter 2025-26

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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. The emergence of AI in recent years is having tremendous effect on the future of the web. AI and Web are converging to create more intelligent, decentralized, and autonomous internet applications by combining AI's ability to process information. This course will address the challenges and implications of such convergence.

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
- 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 impact of AI on the Web

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

02/Jan/2026	Web 2.0 - Overview
05/Jan/2026	Long Tail , Mashup, Search – Database of Intention
07/Jan/2026	Collective Intelligence & AI
09/Jan/2026	Project Proposal Due
12/Jan/2026	Crowdsourcing & Kiva
14/Jan/2026	Mid-Term; Folksonomy & Social Media
16/Jan/2026	Social Network, Blogs, Wikipedia, & Creative Commons
19/Jan/2026	Open Source Software & AI
21/Jan/2026	Project Presentation/Report Due Date
23/Jan/2026	Final Exam