ISOM1090
Social Media: Collective Intelligence & Creativity
Winter 2021

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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. 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

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 (1-4)	8%
Assignment 5 (group)	5%
Reading Assignments (5)	15%
After Class Exercises (8/9)	16%
Class Participation	18%
Project Presentation	10%
Project Reports (2)	8%
Final Exam	20%

Assignments #1-#4 – all are individual online exercises.
Assignment #5 – The same project group members work on this. You will be given HK$100 to fund a Kickstarter project.
After 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 **5 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
04/Jan/2021	Web 2.0 - Overview	
06/Jan/2021	Network effect, Long Tail , Mashup, Search – Database of Intention	
08/Jan/2021	Collective Intelligence	
11/Jan/2021	Crowdsourcing & Kiva	
13/Jan/2021	*Project Proposal Due*	
15/Jan/2021	Folksonomy & Social Media	
18/Jan/2021	**Lab Demo** ; Social Network, Blogs , Wikipedia	
20/Jan/2021	Open Source Software & Creative Commons	
22/Jan/2021	Dark Sides of Web - Fake News, Trolls, Data Surveillance	
25/Jan/2021	Final Exam	