

UCD School of Information & Library Studies (SILS)

IS20110 Social Computing & Media

Syllabus 2012-13

Module Coordinator: Dr Crystal Fulton

Module Coordinator Contact:

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Office Location: Room 104

UCD School of Information & Library Studies

University College Dublin, Belfield, Dublin 4, Ireland

Office Hours: Semester II: Wednesdays 9-10am, 11am-12noon

Notes:

All queries will be answered during office hours, unless otherwise advised. Please check Blackboard-Announcements for updated information. Queries outside term time should be sent by email. Remember lectures, labs, office hours, and other activities generally begin on the hour and conclude at 10 minutes to the hour to facilitate students & staff moving between activities around campus.

Lecture Times / Locations: Wednesdays, 10-11am, Newman Theatre, Arts Building.

Lab Times / Locations: Lab sessions will be composed of a blend of as ePracticums and face-to-face sessions as noted in weekly schedule below. Labs will be held on Fridays, 9-10am, Daedalus G5&G6, unless otherwise specified.

Module Description:

Social computing media offer a range of opportunities for the general public to participate online. While there are numerous tools for participation, some, including social networking tools, such as Facebook and Twitter, have gained mass popularity and have come to represent this phenomenon. By exploring identity management through social computing, students will learn how to represent themselves in organizations. Students will discover, apply and evaluate various tools for effectively solving information problems and representing themselves to future employers.

Learning Objectives:

On completion of this module, students will be:

1. Familiar with a range of social computing applications;
2. Able to utilize social computing tools to solve information problems;
3. Able to identify, evaluate, and implement social computing applications for an organization;
4. Aware of the social, political and ethical issues surrounding social computing;
5. Familiar with future trends and possibilities rising out of social computing.

Workload:

46 hours Autonomous student learning

12 hours Lectures

12 hours Practical

30 hours Specified learning activities

100 hours Total**Module Credits:** 5 credits**Schedule of Weekly Learning Activities, 2012-13:***(Note: Weekly Activities are subject to change until the beginning of Semester 2 to allow for incorporation of emerging social media.)*

Week	Topic(s)	Weekly Learning Objectives	Advance Preparation for Class Activities, & Individual / Group Learning
Week 1	Introduction: The World of Social Computing	<ul style="list-style-type: none"> To explore module objectives To explore concepts of social computing To consider the potential for social computing in solving information problems 	<ul style="list-style-type: none"> <i>Tools of the Trade:</i> E-learning practicum. <i>Creating Blogs & Wikis.</i> Instructions in BB. Autonomous Learning Tasks: <ul style="list-style-type: none"> Create a group wiki & group blog. Set group ground rules & post in your wiki and blog. Agree group meeting schedule. Record agreed meeting minutes in your group blog.
Week 2	Social Computing – A Very Social Experience	<ul style="list-style-type: none"> To consider various means of communicating using social media tools To examine the power of participatory experts. 	<ul style="list-style-type: none"> Reading: tba Confirm group membership. <i>Tools of the trade:</i> Mobile App Software. Lab.
Week 3	Collaborative Information Generation	<ul style="list-style-type: none"> To explore means of developing content collaboratively To examine the advantages and disadvantages of user-generated content 	<ul style="list-style-type: none"> Readings: tba <i>Tools of the trade:</i> Mobile App Software. Lab.
Week 4	Combining Social Media to Produce New Services	<ul style="list-style-type: none"> To explore the power of combining social media through mashups 	<ul style="list-style-type: none"> Readings: tba <i>Tools of the trade:</i> Mashups.
Week 5	Managing Information with Social Bookmarking and Tagging	<ul style="list-style-type: none"> To manage information through social bookmarking To consider the potential for cloud tags 	<ul style="list-style-type: none"> Readings: tba <i>Tools of the trade:</i> Pinterest.

Week 6	Video Communication	<ul style="list-style-type: none"> To explore digital audio & video, including synchronous and asynchronous communication 	<ul style="list-style-type: none"> Readings: tba <i>Tools of the trade</i>: Podcasting, Screencasting.
Week 7	Designing & Presenting Content Effectively via Social Media	<ul style="list-style-type: none"> To explore and implement creative and effective means of presenting information via social media tools 	<ul style="list-style-type: none"> Readings: tba <i>Tools of the trade</i>: Prezi. Lab.
*** March Break ***No classes – Work on Group Assessment**			
Week 8	Picture that! Managing Visual Social Media	<ul style="list-style-type: none"> To investigate effective means of documenting and managing images 	<ul style="list-style-type: none"> Readings: tba <i>Tools of the trade</i>: E-learning practicum. Flickr. <p style="color: red; text-align: right;">NOTE: No class on Good Friday</p>
Week 9	Social Computing in a Business Environment	<ul style="list-style-type: none"> To consider the potential of social computing in a business environment 	<ul style="list-style-type: none"> Readings: tba <i>Tools of the trade</i>: Facebook, Google+, Twitter.
Week 10	Ethical Social Computing. Case Study: WikiLinks	<ul style="list-style-type: none"> To consider ethical use of social media To examine wider social issues around particular social computing tools 	<ul style="list-style-type: none"> Readings: tba Tutorial: <i>Small Groups Meetings</i>
Week 11	Following Trends & New Developments via Social Computing	<ul style="list-style-type: none"> To identify social and technological trends using social media 	NOTE: BB Quiz. Friday's class time.
Week 12	A Socially Mashed Up and Integrated Future	<ul style="list-style-type: none"> To consider future trends and potential for social computing To reflect on the use of social media to solve information problems 	NOTE: Assessment Due Wed., April 26th, 2013

Readings:

Given the ever-changing nature of social media there is no core textbook for this module. Readings and other resources will be made available in the *Resources* section of *Blackboard*, including a link to our monograph list in *LibraryThing*. It is expected that you will consult these readings and explore additional reading and resources in preparation for weekly classes.

Assessment:

The mode of assessment for this module is continuous assessment throughout the semester, with students completing the following:

1. Group Project: Mashup or Mobile App project (Due Week 12, 60%)
2. Completion of labs, tutorials and in-class exercises (Continuous throughout semester, 20%)
3. Quizzes (20%)