Course: Social Media (1904100)   **Pre-requisites: None**
3 Credit Hours   **Semester: 1st 2017/2018**

Lecturers:

Name	Office Number	Office Phone	Office Hours	E-mail

Course Description:

This course aims at introducing the main technical, however, general concepts on the social media famous websites, and online applications (i.e. Twitter, Facebook, LinkedIn), and how to manage them considering privacy, security, Cybercrime and ethical issues like intellectual property rights (copyrights and patents). In addition, the course introduces different application fields (e.g. Customer Relationship, e-Commerce) on social media in the modern life of people, how are they utilized in different fields (e.g. Job Searching, Advertising & e-Marketing).

The Goal:

The main goal of this course is to equip students with knowledge on social media, their basic concepts, and their applications.

Objectives

Enable students to:
1. Understand the concept of social media and social networks.
2. Understand how to start a social media account, and how to manage it considering privacy, security, Cybercrime, and ethical issues like intellectual property rights (copyrights and patents).
3. Understand the technical terms related to social media.
4. Utilizing tools to analyze a hypothetical social network.
5. Understand the concept of social communities.
6. Understand how social media can be applied in different fields, and how students may utilize it in/searching for their future careers.

Intended Learning Outcomes:

Successful completion of this course enables a student to:

A- Knowledge and Understanding:
   A1. Know and understand the basic concepts of social media.
   A2. Understand the social communities based on the social networks concepts
   A3. Understand how to apply social media in modern/future careers.
B- Cognitive and Intellectual skills:
   B1. Analyze social media networks
C- Subject specific skills – with ability to …
   C1. Design/View/Analyze a hypothetical social network
   C2. Understand how to detect communities among the social networks
   C3. Start online advertising using Facebook Ads/Google Ads
   C4. Understand how to build a business oriented decision based on social media analytics
D- Transferable skills – with ability to
   D1. Discuss and work in a group in order to analyze the importance of utilizing social media in a case study.
   D2. Present the findings on the case studies to other students in class

Weekly Course Contents, and T/L & A with ILOs

Week	Topic Details	Teaching/Learning and Assessment Methods	ILOs
1	**Introduction to Social Media Networks:** • How it began? • Types of Social Networks • Examples on Social Networks	T: Lecture L: Reading lecture notes A: in Class questions	A1
2 + 3 + 4	**Starting to use Social Media Networks and main Technical Issues needed:** • Facebook • Twitter • LinkedIn • Google+	T: Lecture and Demo L: Reading lecture notes, Apply in the Lab A: in class questions, applying in lab	A1
5	**Blog:** • Reading Blogs • Writing Blogs • Blogging Tools • Blog Comments • Blogging Communities	T: Demo L: Reading lecture notes, Apply in the Lab A: Home work on datasets using the installed tools	A1,B1,C1

6
+
7
	Social Networks Applications:
	• E-commerce
	• Image-Sharing:
	   o Pinterest, Instagram, Flickr
	• Video-Sharing:
	   o YouTube, Vimeo, Vine, Instagram
	• Instant Messaging:
	   o Skype, Snapchat, WhatApp
		T: Lecture
		L: Reading lecture notes and external material provided by lecturer
		A: Assignment 1: Summarize the external material provided by the lecturer with lessons learned
			A1,A2,B1,C1

8	**Review and Midterm Exam** (Date: 20 November, 2014 Time: from 12 Noon to 4 pm)		
9 + 10	**Extra Applications on Social Networks:** • E-Advertisements • Finding Job • Business Intelligent: Academic Field • Public Relations • Modern Libraries • E-Media	T: Lecture L: Reading lecture notes A: in class questions	A2,B1,C1,C2
11 + 12	**Social Communities and Case Studies in Social Media Networks:** • First Step in an Internet Marketing Strategy • Planning and Creating Your Website • Social Media and Content Marketing • Search Engine Marketing • Web Analysis using Applications such as Gephi • Arabic Social Network: Maktoob	T: Lecture and Demo L: Reading lecture notes and external material provided by the lecturer A: in class discussions on the extra material	A3,C3
13 + 14	**Social Media Networks Security Issues:** • General Terms in Information Security • Elements of Information Security • Methods that Guarantee Information Security • Security Risks and Threats on Social Networks • Electronic Crimes • Classification of Electronic Crimes • Related Acts and Laws in Jordan • How to Protect Yourself when Working with Social Networks	T: Lecture L: Reading lecture notes L: Demo A: Quiz	A3
15	**Review and Final Exam (Date: 22 December, 2014 Time: from 8 am to 2 pm)**		

Teaching (T) Strategies: Class Contact is 3 Hours per week. The Course will be delivered using different means like lecture, presentations, seminars, discussion and case studies.

Learning (L) Methods: Students attend classes, ask questions and participate in discussions, do the home works, present the assignments and demo their works. Students will access the e-learning platform for more instruction and supported learning materials.

Assessment (A) Methods: There will be several assessment methods of evaluation the performance of the students such as attending and class participation, grading the homework, quizzes and assignments; conducting the Midterm and the Final Exams. Every student is expected to completely adhere to the assignments strict deadlines; absolutely no exceptions will be given.

Assessment Weights:

Homework assignments & quizzes	5%
Midterm	30%
Short Quiz	25%
Final Exam	50%

Satisfactory completion of this subject requires a 50% pass in the end-of-semester examination.

Grading Scale:

0-49	F	50-53	D-	54-57	D	58-61	D+		
62-66	C-	67-71	C	72-76	C+				
77-81	B-	82-86	B	87-89	B+	90-93	A-	94-100	A

References:

Books:

1. Stephen J. Andriole, Vincent J. Schiavone, Luis F. Stevens and Mark D. Langsfeld, Social Business Intelligence , 2013
2. Deirdre K. Breakenridge, Social Media and Public Relations: Eight New Practices for the PR Professional, 2012
3. Charles Harmon and Michael Messina, Using Social Media in Libraries: Best Practices, 2013
4. Matthew A. Russell, Mining the Social Web Data Mining Facebook, Twitter, LinkedIn, Google+, GitHub, 2013
5. Joshua Waldman, The Social Media Job Search Workbook: Your step-by-step guide to finding work in the age of social media, 2013
6. David Easley and Jon Kleinberg, Networks, Crowds, and Markets: Reasoning About a Highly Connected World, 2010
7. Erik Qualman, Socialnomics: How Social Media Transforms the Way We Live and Do Business, 2012

Papers & Technical Reports:

8. RS Burt, Structural holes and good ideas,American Journal of Sociology, 2003.
9. L Page, S Brin, R Motwani, T Winograd,The PageRank citation ranking: bringing order to the Web, Stanford technical report
10. Palla et al., Uncovering the overlapping community structure of complex networks in nature and society, Nature 435, 814-818 (2005).
11. Santo Fortunato, Community detection in graphs, Physics Reports 486, 75-174 (2010)

Ethics: The honor code applies to all work turned in for this course including exams and assignments. It is important that you understand the solutions to all problems, and the best way to gain an understanding is to work them out and write them up by yourself. Hence the policy is that you must submit your own work and clearly list your references. You may not share your work with other students, unless it is allowed as group. Violating the policy will be taken as a no submission state for the assignment. University regulations will be preserved at all times.