Course Title	:	Creative Online Social Networking
Course Code	:	CLA9012
No. of Credits/Term	:	3
Mode of Tuition	:	Sectional Approach
Class Contact Hours	:	3 hours per week
Category in Major Prog.	:	Creativity and Innovation Cluster
Prerequisite(s)	:	None

Brief Course Description

This course explores online social networking as a creative medium as well as its innovative use in various personal, professional and organisational settings. It covers the different forms, applications and business models of online social networking. Students will examine cases of creative use of online services and learn to be ethical and socially responsible users of social networking. They will also put their innovative social networking ideas into practice through goal-oriented projects in some business/professional settings.

Aims

This course aims at familiarising students with the latest developments and innovations in online social networking and equipping them with relevant knowledge and skills for applying it in their personal and professional lives creatively and ethically.

Learning Outcomes

On completion of this course, students will be able to:
1. Classify, compare and contrast the key elements of the major forms and services of social networking on the Internet;
2. Identify and discuss the social and psychological conditions underlying the emergence of online social networking.
3. Discuss and evaluate the common applications and business models of social networking in personal, professional and organisational settings;
4. Develop creative content for online social networking;
5. Explain, enhance and optimise their presence on social networks for personal, professional and organisational goals;
6. Articulate and demonstrate how to monitor and evaluate the effectiveness of their presence on social networks;
7. Recognise and critically evaluate the ethical, social and professional responsibilities associated with a variety of applications for social networking.

Measurement of Learning Outcomes

1. Students' understanding of the major forms and services of social networking on the Internet as well as the social and ethical issues will be assessed in a formal written examination.
2. Students will demonstrate how to apply knowledge and skills in creating social networking content through a series of laboratory exercises which form a major part of their individual assessment tasks.
3. Students will undertake a number of case studies to help them explore common areas in the application of social networking, and outline and reflect on different business models of social networking. Their work will be assessed individually.
4. Students will apply their knowledge and skills of social networking through a goal-oriented social networking group project in which they need to build, enhance, optimise, monitor and evaluate their presence in social networks.

Indicative Content

Background
The rapid rise and widespread use of online social networking is traced back through its recent history against a background of technological, social and cultural knowledge available today.

Creative media and services
These include a variety of traditional and innovative digital media for creative online social networking, including email, instant messaging, video conferencing, blogs, Twitter, Facebook, Google+, LinkedIn profiles, etc.

Innovative applications and business models
These include a wide range of cases and examples of using social networking for personal, professional and organisational purposes. The areas covered include business, marketing, mass media, academic, teaching and learning, culture, arts, collaborative work, entertainment, etc. Particular emphasis will be put on the rapidly growing area of mobile social networking which involves novel technologies such as location-based services and augmented reality.

Ethical, social and professional responsibility
These include not only the well-publicised risks of personal privacy on social networks, but also issues related to copyright and piracy (software, music, video, etc.), plagiarism

and internet crimes (phishing and spyware). The Creative Commons in Hong Kong provides a licencing mechanism for the legal sharing of creative work (software, music, video, pictures, literature, etc.) and students will examine this framework in the context of social networking and publishing. For professional networking, the LinkedIn Etiquette exemplifies the responsible use of social networking among business professionals.

Technological trends in online social networking
This covers the latest developments in advancing the state-of-the-art in online social networking technology. New topics will be introduced and updated as different forms of social networking emerge on an on-going basis.

Teaching Method

Social networking concepts, services and issues are introduced and discussed in lectures through examples. The applications of social networking in various areas are examined through selected case studies. Students have the opportunity to experiment with social networking content creation through hand-on exercises during laboratory sessions. They will also carry out goal-oriented social networking projects in select application areas.

A social networking platform (e.g. Mahara) will be integrated into the teaching and learning process of this course.

Assessment

Class Attendance and Participation (individual)	:	5% (ILO 2)
Case studies and laboratory exercises (individual)	:	30% (ILOs 1, 3, 4)
Project (group)	:	25% (ILOs 3, 4, 5)
Examination (individual)	:	40% (ILOs 1, 5, 6)
Total		**100%**

Required/Essential Readings

G. B. Shelly & M. Frydenberg, *Web 2.0 Concepts and Applications*, Cengage, 2011.

Recommended/Supplementary Readings

B. Clifton, *Advanced Web Metrics with Google Analytics*, 2nd edition, Wiley, 2010.