UNIVERSITI TEKNOLOGI MARA
CSC757: NETWORK SOCIETY AND INTERNET CULTURE

Course Name (English)	NETWORK SOCIETY AND INTERNET CULTURE `APPROVED`
Course Code	CSC757

MQF Credit	3

Course Description	The course intends to introduce network society and internet culture due to its huge and unlimited potentials. More specifically, the goal of the course is to understand how communication, coordination and cooperation of network society that result in internet culture. At the end of the course, students should be able to think critically and creatively about the social aspects of internet technologies and their impact globally. Thus, the knowledge and understanding could be the drive that advances the students to be a network groupware designers and developers instead of just virtual users.

Transferable Skills	Problem solving skills developed through tests, quizzes, assignments and projects.

Teaching Methodologies	Lectures, Tutorial, Discussion

CLO	CLO1 Discover how network society works in managed, forecast the next level of network society and their contribution to the global world with supporting data and existing models
	CLO2 Explain the online experiments to have in-depth understanding of network society and their impact globally.
	CLO3 Analyze the basic and dynamics aspects of network society and internet culture. Be able to understand the basic interaction aspect and user behaviour in the virtual society.
	CLO4 Identify the critically various network societies available
	CLO5 Propose ideas how to promote an ethical network society as well as mature online social environment.

Pre-Requisite Courses	No course recommendations

Topics
1. Introduction and Overview 1.1) Definition of Network Society and Internet Culture 1.2) History 1.3) Motivation
2. Types of Networked Society 2.1) Message boards, chat room, virtual worlds, social network services, media sharing, collaborative, mapping 2.2) Share of knowledge 2.3) Social structures 2.4) Social relationships
3. Modes of Interaction 3.1) Synchronous 3.2) Mobile 3.3) Digital communication 3.4) Digital identity 3.5) Awareness
4. User Behaviour/User Approach 4.1) Openness 4.2) Sharing 4.3) Peering 4.4) Acting globally

5. Management and Conflict 5.1) Organization model and structure 5.2) Relationship model 5.3) Dynamic user 5.4) Virtual user 5.5) Management of relationship difficulty 5.6) Conversation and listen vs. 'command and control'
6. Impacts of Network Society 6.1) Economy 6.2) Health 6.3) Education 6.4) Society 6.5) Communication 6.6) Research, organization
7. Issues 7.1) Free speech, "ownership" 7.2) Protecting intellectual property, trust, right and law, privacy 7.3) Telecommunications Act of 1996, Offensive Speech 7.4) Obscene Material, Child Porn 7.5) Communications Decency Act 7.6) Child Online Protection Act
8. Project Evaluation 8.1) N/A

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Assignment 2	10%	CLO3
	Assignment	Assignment 1	10%	CLO2
	Assignment	Assignment 3	10%	CLO4
	Group Project	Group Project	30%	CLO5
	Quiz	Quiz 2	10%	CLO1
	Quiz	Quiz 1	10%	CLO1
	Test	Test	20%	CLO3

Reading List	Recommended Text	• Alison Novak, Imaani Jamillah El-Burki 2016, *Defining Identity and the Changing Scope of Culture in the Digital Age*, 2016 Ed., IGI Global USA [ISBN: 97815225021]
	Reference Book Resources	• Jan A.G.M. Van Dijk, Kenneth L. Hacker 2018, *Internet and Democracy in the Network Society*, 1 Ed., Routledge New York [ISBN: 978-081536302]
		• Stephen P Borgatti,Martin G Everett,Jeffrey C Johnson 2018, *Analyzing Social Networks*, 2nd Edition Ed., SAGE Publications Limited [ISBN: 9781526404091]
		• Simon Lindgren 2017, *Digital Media and Society*, Sage Publication Ltd [ISBN: 978-147392501]
		• Nilanjan Dey, Samarjeet Borah 2018, *Social Network Analytics: Computational Research Methods and Techniques*, Academic Press [ISBN: 978-012815458]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	