



UNIVERSITI TEKNOLOGI MARA

IMD221: SOCIAL MEDIA LITERACY

<b>Course Name (English)</b>	SOCIAL MEDIA LITERACY <b>APPROVED</b>	
<b>Course Code</b>	IMD221	
<b>MQF Credit</b>	2	
<b>Course Description</b>	This course provides an overview on the relationship between society and the current computer-mediated communication technologies known as "social media", including social media types and tools (Facebook, Twitter, YouTube, and more). The central focus of the course is to highlight the state of the art technologies used for communication.	
<b>Transferable Skills</b>	Resourceful and responsible, responsive, Ethically and socially sensitive	
<b>Teaching Methodologies</b>	Lectures, Tutorial, Discussion	
<b>CLO</b>	<p>CLO1 Assess the relationship between society, social media, and social media types and tools including their benefits in a given context.</p> <p>CLO2 Comply with appropriate online behaviour based on social code of the internet.</p> <p>CLO3 Discuss the usage differences of social media types and tools in information agencies.</p>	
<b>Pre-Requisite Courses</b>	No course recommendations	
<b>Reading List</b>	<b>Recommended Text</b>	<ul style="list-style-type: none"> <li>Solomon, Laura 2011, <i>Doing Social Media So it Matters</i>, American Library Association [ISBN: 9780838910672]</li> </ul>
	<b>Reference Book Resources</b>	<ul style="list-style-type: none"> <li>Baer, Jay &amp; ,Naslund, Amber 2011, <i>The NOW Revolution</i>, Wiley [ISBN: 9780470923276]</li> <li>Comunello, Francesca, <i>Networked Sociability and Individualism</i>[ISBN: 9781613503386]</li> <li>Rheingold, Howard 2014, <i>Net Smart</i>, MIT Press (MA) [ISBN: 9780262526135]</li> <li>Carr, Nicholas 2011, <i>The Shallows: What the Internet Is Doing to Our Brains</i>, W. W. Norton &amp; Company [ISBN: 9780393339758]</li> <li>Rosenberg, Scott 2010, <i>Say Everything</i>, Three Rivers Press (CA) [ISBN: 9780307451378]</li> <li>Solove, Daniel J., <i>The Future of Reputation</i> [ISBN: 9780300124989]</li> <li>Watkins, S. Craig 2010, <i>The Young and the Digital</i>, Beacon Press [ISBN: 9780807006160]</li> <li>Weinberger, David 2008, <i>Everything Is Miscellaneous</i>, Macmillan [ISBN: 9780805088113]</li> </ul>
<b>Article/Paper List</b>	<b>Recommended Article/Paper Resources</b>	<ul style="list-style-type: none"> <li>Jan H. Kietzmann, Kristopher Hermkens, Ian P. McCarthy, Bruno S. Silvestre 2011, Social media? Get serious! Understanding the functional building blocks of social media, <i>Business Horizons</i>, 54, 241 <a href="http://www.elsevier.com/locate/bushor">http://www.elsevier.com/locate/bushor</a></li> </ul>

	<b>Reference Article/Paper Resources</b>	<ul style="list-style-type: none"> <li>Treem, Jeffrey W. and Leonardi, Paul M. 2012, Social Media Use in Organizations: Exploring the Affordances of Visibility, Editability, Persistence, and Association, <i>Communication Yearbook</i>, 36, 143  <a href="http://ssrn.com/abstract=2129853">http://ssrn.com/abstract=2129853</a> </li> </ul>
<b>Other References</b>	This Course does not have any other resources	