



UNIVERSITI TEKNOLOGI MARA

CIT501: SOCIAL WEB AND CYBERSECURITY

Course Name (English)	SOCIAL WEB AND CYBERSECURITY APPROVED
Course Code	CIT501
MQF Credit	2
Course Description	This course exposes students to the necessary skills in social media planning and development. The student will be exposed the required process in social media development. This course also encourages students to work in a team and being able to produce quality ideas that could appeal to their potential clients, or employers. It is aim to produce future social web developers that understand the technology used and the importance of social media development.
Transferable Skills	Technical Skills Flexibility and Adaptability
Teaching Methodologies	Lectures, Project-based Learning
CLO	CLO1 Apply fundamental knowledge in the development of social media and cybersecurity to understand the theoretical framework of social web CLO2 Build social web prototype for targeted users through practical skills in providing solutions for the online communication and cybersecurity
Pre-Requisite Courses	No course recommendations
Topics	
1. The Rise of the Social Web 1.1) 1.1. The Amazon Effect 1.2) 1.2. The Social Web	
2. A Framework for Social Web Design 2.1) 2.1. The AOF Method 2.2) 2.2. Focus on the Primary Activity 2.3) 2.3. Identify Your Social Objects 2.4) 2.4. Choose a Core Feature Set	
3. Authentic Conversations 3.1) 3.1. The Growing Alienation 3.2) 3.2. What Could it Look Like? 3.3) 3.3. The Value of Authentic Conversation 3.4) 3.4. Make the Commitment to Authentic Conversation	
4. Getting to Know Your Users 4.1) 4.1 Get Attention by Focusing on a Specific Community 4.2) 4.2 Keep Attention by Reacting Positively to Negative Feedback 4.3) 4.3 Dell is Well 4.4) 4.4 Caveat Venditor	
5. Design for Prototype for Social Web 5.1) 5.1 What is Prototype 5.2) 5.2 Types of Prototype 5.3) 5.3 Design Your Prototype	
6. Design for Sign-up 6.1) 6.1 What Are They Thinking? 6.2) 6.2 The Sign-up Hurdle 6.3) 6.3 Keep it Simple: the Journalism Technique 6.4) 6.4 Reduce Sign-up Friction	

7. Group Critique 1 for Design for Social Web 7.1) 7.1 Collecting Authentic Feedback 7.2) 7.2 Analyzing Authentic Feedback
8. Design for Ongoing Participation 1 8.1) 8.1. Why Do People Participate? 8.2) 8.2. Enable Identity Management 8.3) 8.3. Emphasize the Person's Uniqueness 8.4) 8.4. Leverage Reciprocity 8.5) 8.5. Allow for Reputation
9. Design for Ongoing Participation 2 9.1) 9.1. Promote a Sense of Efficacy 9.2) 9.2. Provide a Sense of Control 9.3) 9.3. Confer Ownership 9.4) 9.4. Show Desired Behavior 9.5) 9.5. Attachment to a Group
10. Group Critique 2 for Design for Social Web 10.1) 10.1 Collecting Authentic Feedback 10.2) 10.2 Analyzing Authentic Feedback
11. Design for Collective Intelligence 11.1) 11.1. Complex Adaptive Systems 11.2) 11.2. Initial Action 11.3) 11.3. Aggregate Display 11.4) 11.4. Feedback 11.5) 11.5. Leverage Points
12. Design for Sharing 12.1) 12.1. Two Types of Sharing 12.2) 12.2. The Activity of
13. Prototype Presentation Phase 1 13.1) N/A
14. Prototype Presentation Phase 2 14.1) N/A

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	Design social web prototype design applying the theories in the development of social media	70%	CLO2
	Writing Test	One written test related to the concept in the development of social media	30%	CLO1

Reading List	Recommended Text	<ul style="list-style-type: none"> Fuchs, C. (2017). <i>Social media: A critical introduction</i>. Sage. 2017, <i>Social media: A critical introduction</i>
	Reference Book Resources	<ul style="list-style-type: none"> Brown, John Seely, and Paul Duguid 2017, <i>The Social Life of Information: Updated, with a New Preface</i>. Crary 2013, <i>24/7: Late capitalism and the ends of sleep</i> Scott, D. M. 2015, <i>The new rules of marketing and PR: How to use social media, online video, mobile applications, blogs, news releases, and viral marketing to reach buyers directly</i>

Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources