



## UNIVERSITI TEKNOLOGI MARA

### CSC795: SOCIAL MEDIA ECOSYSTEM

<b>Course Name (English)</b>	SOCIAL MEDIA ECOSYSTEM <b>APPROVED</b>
<b>Course Code</b>	CSC795
<b>MQF Credit</b>	3
<b>Course Description</b>	Millions of people and businesses are interacting and collaborating on social networking sites, media communities, social bookmarking sites, wikis as well as sharing information via millions of RSS feeds and blogs. This course will introduce students to the social media ecosystem and how to deal with the tools and media for effective communications. After taking this course, the students should be able to understand the basic concepts of social media and be familiar with research in a few application areas.
<b>Transferable Skills</b>	Problem solving skills developed through tests, assignments and projects.
<b>Teaching Methodologies</b>	Lectures, Discussion
<b>CLO</b>	CLO1 Determine the fundamental aspects and dynamics of social media ecosystem CLO2 Construct the several social network sites/social media tools at an advance level of ability. CLO3 Analyze the impacts of new and emerging technologies in social media ecosystem CLO4 Design a prototype of a social network application.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction to Social Media Ecosystem</b> 1.1) Overview of current social media tools and the history of its use 1.2) Goals for using social media 1.3) Ecosystem of social media 1.4) Social media trend	
<b>2. Social Network and Relationships</b> 2.1) Social Network Data 2.2) What are Network Data 2.3) Boundary Specification and Sampling 2.4) Types of Network 2.5) Network Data, Measurement and Collection	
<b>3. Managing Social Media Ecosystem</b> 3.1) Managed communities: Social Networks: Facebook, LinkedIn, Blogs: Blogger, Wordpress 3.2) Managed rich content communities: Flickr, Youtube	
<b>4. Social Media Software Requirements</b> 4.1) Introducing the Social Media Platform 4.2) Learning Social Media Platform Fundamentals 4.3) Building a Social Media Application	
<b>5. Digital Identities and Profiles Modeling</b> 5.1) Defining Digital Identity and Profiles Modeling 5.2) Privacy and Identity 5.3) The Digital Identity Lifecycle	
<b>6. Social Media Ecosystem Applications</b> 6.1) Social Media and Education 6.2) Social Media and Strategic Communication	

**7. Issues in Social Media Ecosystem**  
7.1) Etiquette, Privacy and Oversharing  
7.2) The Future of Social Media

Assessment Breakdown	%
Continuous Assessment	100.00%

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

Reading List	Recommended Text	<ul style="list-style-type: none"> <li>Oliver Lockett, Michael J. Casey 2016, <i>The Social Organism</i>, Hachette Books [ISBN: 9780316359528]</li> <li>Raghav Bali, Dipanjan Sarkar, Tushar Sharma 2017, <i>Learning Social Media Analytics with R</i>, Packt Publishing Birmingham, United Kingdom [ISBN: 9781787127524]</li> <li>Sergio Sparviero, Corinna Peil, Gabriele Balbi 2017, <i>Media Convergence and Deconvergence</i>, Springer [ISBN: 9783319512891]</li> </ul>
	Reference Book Resources	<ul style="list-style-type: none"> <li>Jaime Settle 2018, <i>Frenemies How Social Media Polarizes America</i>, Cambridge University Press [ISBN: 9781108472531]</li> <li>P. W. Singer, Emerson T. Brooking 2018, <i>LikeWar: The Weaponization of Social Media</i>, Eamon Dolan Books New York, USA [ISBN: 9781328695741]</li> </ul>

Article/Paper List	Reference Article/Paper Resources	<ul style="list-style-type: none"> <li>Reuter, C., &amp; Kaufhold, M. A. 2018, Fifteen years of social media in emergencies: a retrospective review and future directions for crisis informatics, <i>Journal of Contingencies and Crisis Management</i>, 26(1), 41-57.</li> <li>Zhao, X., Lampe, C., &amp; Ellison, N. B. 2016, The social media ecology: User perceptions, strategies and challenges., <i>In Proceedings of the 2016 CHI conference on human factors in computing systems (pp. 89-100)</i>. ACM.</li> <li>Ferrara, E., Varol, O., Davis, C., Menczer, F., &amp; Flammini, A. 2016, The rise of social bots., <i>Communications of the ACM</i>, 59(7), 96-104.</li> <li>Kim, D. 2016, Value ecosystem models for social media services., <i>Technological Forecasting and Social Change</i>, 107, 13-27.</li> </ul>
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Other References	This Course does not have any other resources
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