

IS20090: Web 2.0 & Social Media

Module Coordinator: Dr. Crystal Fulton
Schedule of Weekly Learning Activities, 2010-11

Week	Topic(s)	Weekly Learning Objectives
Week 1	Introduction. The World of Social Computing	<ul style="list-style-type: none">• To explore module objectives• To explore concepts of social computing• To consider the potential for social computing in solving information problems
Week 2	Social Computing – A Very Social Experience	<ul style="list-style-type: none">• To consider various means of communicating using social media tools• To examine the power of participatory experts.
Week 3	Collaborative Information Generation	<ul style="list-style-type: none">• To explore means of developing content collaboratively• To examine the advantages and disadvantages of user-generated content
Week 4	Video Communication	<ul style="list-style-type: none">• To explore digital audio & video, including synchronous and asynchronous communication
Week 5	Social Computing in a Business Environment	<ul style="list-style-type: none">• To consider the potential of social computing in a business environment
Week 6	Managing Information with Social Bookmarking and Tagging	<ul style="list-style-type: none">• To manage information through social bookmarking• To consider the potential for cloud tags
Week 7	Designing & Presenting Content Effectively via Social Media	<ul style="list-style-type: none">• To explore and implement creative and effective means of presenting information via social media tools
Week 8	Picture that! Managing Visual Social Media	<ul style="list-style-type: none">• To investigate effective means of documenting and managing images
Week 9	Combining Social Media to Produce New Services	<ul style="list-style-type: none">• To explore the power of combining social media through mashups
Week 10	Ethical Social Computing. Case Study: WikiLinks	<ul style="list-style-type: none">• To consider ethical use of social media• To examine wider social issues around particular social computing tools
Week 11	Following Trends & New Developments via Social Computing	<ul style="list-style-type: none">• To identify social and technological trends using social media
Week 12	A Socially Mashed Up and Integrated Future	<ul style="list-style-type: none">• To consider future trends and potential for social computing• To reflect on the use of social media to solve information problems