School of Library and Information Science  
University of Kentucky  

LIS690 208 Emerging Technologies: Web 2.0 & Social Media  
– Spring Semester 2014  
Dates of Semester: January 15 – May 6, 2014  

Instructor: Ning Yu  
Office: 329 Little Library Building  
Phone: (859) 257-4109  
Office hour: 2:00 – 4:00 pm every Monday & Friday  
E-mail: ning.yu@uky.edu  
Virtual office space: https://connect.uky.edu/voffice_yu/  

Course Syllabus  
(The instructor reserves the right to make, with notice, adjustments to the calendar and content of this course syllabus.)  

Contact Information  
I prefer that you use Blackboard to ask most questions about the course and assignments. This way everyone sees my answer. However, you may still contact me via e-mail. If you wish to talk or meet with me, I recommend you to make an appointment via e-mail. My goal is to respond to student communications sent to me via e-mail within a few hours during office hours, within twenty-four hours of receipt of the e-mail on weekdays.  

Course Format  
This is an online course, which requires asynchronous class discussion via Blackboard to facilitate a sense of community. Blackboard will also be used for making course announcements, distributing reading materials, submitting exercise/final, and grading. For some exercises, social media platforms and open source tools beyond Blackboard will be used. Every week starts on Wednesday and ends on Tuesday.  

Course Description  
The goal of this course is to examine emerging technologies, specifically Web 2.0 and social media. This course will review the history and evolution of social media; introduce major theories and methods for understanding and analyzing social media, for example, social capital and social network analysis; explore up to date studies on social media, with a focus on computer-mediated communication (CMC); and discuss adoption of social media in different disciplines such as education and library and information science.  

Course Objectives  
Upon the completion of this course, students are expected to be able to  
- Understand theories related to online social behavior;  
- Describe the important aspects and impacts of Web 2.0 and social media via interpreting and evaluating mainstream studies on Web2.0 and social media;  
- Identify and evaluate the strength and limitations of each social medium;
• Design effective social media strategy to support the communication, promotion or learning goal of their interested community; and
• Examine ethical issues associated with social media;

**Required Readings**
There is NO required textbook; instead, reading materials will be assigned each week, principally book chapters, journal articles and reference-related web content.

**Course Prerequisite**
LIS 636 Foundations of Information Technology, or LIS 637 Information Technology, or LIS638 Information Technologies & Information Services

**Course Expectations: To complete this course successfully, you should do the following:**

• Read all required readings.
• Actively participate online discussions.
• Prepare and submit all assignments on time.
• Check emails frequently and respond to the instructor’s inquiry no later than 48 hours.

**Technology Requirements**
• You will need access to an appropriate computer with a broadband Internet connection. NOTE that it is YOUR responsibility to ensure you have a reliable computer for use during the course. Ongoing “computer problems” will not be considered a legitimate excuse for missing course activities.
• A working speaker and microphone are required, a Webcam is highly preferred.
• All UK students are eligible for a one time free download of Office from the UK download site (https://download.uky.edu); you can get help with this process from the UK helpdesk (859.257.1300; http://www.uky.edu/IT/CustomerService/).

**Course Policies**

*Withdrawal Policy*
It is your responsibility to drop a course. Failure to do so will result in receiving an "F". Check the academic calendar for drop/withdraw information:

http://www.uky.edu/registrar/content/spring-2014-semester

*Homework Submission Policy*

• Any homework submitted after 12:00 midnight (Eastern Time Zone) on the due date will be docked 10% for each late (calendar) day.
• Homework will NOT be accepted any more than 3 (calendar) days after the deadline under any circumstances without instructor approval.
• Extensions may be given for the purpose of emergencies, medical or otherwise. If you need an extension, please contact the instructor ASAP, before the due date.
• The above rules do not apply to the weekly discussion. If you post or respond after the last day of a week, your posts will not be counted towards your participation of that week.
Academic integrity
According to Senate Regulation 6.3.1: “All academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where you feel unsure about a question of plagiarism involving your work, you are obliged to consult the instructors on the matter before submission.” For specific information regarding the University’s code and regulations on plagiarism and cheating, visit:

http://www.uky.edu/StudentAffairs/Code/
http://www.uky.edu/StudentAffairs/Code/part2.html
http://www.uky.edu/Ombud/Plagiarism.pdf

Diversity, Assessment, and Technology
All UK professional education programs address and affirm the value of diversity in education, the use of technology to support all aspects of instructional programming, and the importance of attaining high levels of skill in assessing the outcomes of instruction. The course content and the course environment are dedicated to an understanding of and acceptance of all people. Disparaging remarks in relation to others’ ethnic or racial background, sex, sexual orientation, age, disability, socioeconomic background, etc., will not be tolerated.

ADA Services
If you have a documented disability that requires academic accommodations in this course, please make your request to the University Disability Center. The Center will require current disability documentation. When accommodations are approved, the Center will provide me with a Letter of Accommodation which details the recommended accommodations. Contact the Disability Resource Center, Jake Karnes, Director at 859-257-2754 or jkarnes@email.uky.edu. The Center is located in the Alumni Gym, Room 2, at the corner of Avenue of Champions and South Limestone Street (next to the Student Center and across South Limestone Street from Kennedy Bookstore). See the campus map.

Course Resources
Distance Learning Library Services:
At UK, students in online courses have available Distance Learning Library Services. The link to DLLS is: (http://www.uky.edu/Libraries/DLLS) Here is some of the information at that site:

Phone: (859) 257-0500, ext. 2171; 2nd Phone: (800) 828-0439; Fax: (859) 257-0505
E-mail: dllservice@email.uky.edu ; Location: 2-2, north wing, William T. Young Library 0456
Distance Learning Librarian: Carla Cantagallo

Writing Center
- UK Writing Center offer both face-to-face and online consultation. And they also provide e-Tutoring consultation, via which you can send your work as an attachment). Details can be found here: http://ukwrite.wordpress.com/
Course Grade and Expectations

- Participation: 20 points
- Discussion Facilitation: 20 points
- Exercises: 30 points
- Group Project: 30 points

**Participation (20%)**
Each student will maintain a Blog on Blackboard *, on which they can investigate and share what they learn each week. Students can post individual reactions, insights, or progress updates on the topics they choose or assigned by the instructor. (*: if you like to use other blog software, you can link it to your Blackboard Blog.)

Participation points come from both quantity and quality of their posts and comments. A quality post includes a substantive (in most instances this means at least one hundred words) and thoughtful (“I agree with you” is not a credit-worthy response) contribution to each week's discussion. To get full participation points (i.e., 2 points) in a week, students need to make at least one post and one comment. Otherwise, only partial grade will be assigned.

A maximum of 20 points can be gained in the participation category. To gain 20 points, students need to fully participate in 10 weeks (i.e., 2 points x 10 discussion boards = 20 points), or participate more than 10 weeks if only post or comment in some weeks.

Every week starts on Wednesday and ends on Tuesday. Although students can continue posting topics in earlier weeks, no credit will be given for posts that occur after the week.

**Discussion Facilitation (20%)**
Students will select a topic they are most interested in and facilitate instructor with weekly activities in the corresponding week. Each student will be responsible for monitoring the weekly discussion and provide external resources and/or exercises for the class to better understand the topic of their choice (this will begin Week 4). The grade will be assigned based on the relevance of the provided materials/exercises and the effectiveness of keeping discussions alive and on track.

**Exercises (30%)**: Three exercises will be assigned for students to learn how to use different social media platforms and tools. Detailed instruction for each exercise will appear on Blackboard.

**Group Project (30% = 5% peer assessment + 5% initial project specification + 20% final project specification)**
This project involves developing a social media strategy to address a practical need for promotion, communication, or learning/teaching. You do NOT need to actually implement the strategy. The starting point of the project is to identify such need of a real or hypothetical client, and then explore questions such as:

- What is the purpose of the social media strategy? E.g., increasing awareness, generating leadership, educating audience. Why is it needed? What should it do?
• Who is the target audience? How does the audience use social media?
• What are the current problem(s) the social media strategy should solve?
• Which social media tool(s) will be adapted? If more than one is selected, how to leverage them?
• How to implement the social media strategy? Who is in charge of content creation? Who is in charge of monitoring? How long will this strategy be effective?
• How to measure the efficiency of the social media strategy?

A 3-4 students group will be formed at the beginning of the semester, depending on mutual interests. A brief description of the project and names of the project members need to be posted to Blackboard by February 04.

An initial project specification (5%) needs to be put together and submitted by March 18. This document will not only let me know the progress of your project, but also help you along with the project design and documentation. Do as much as you can with this initial project specification. It will be evaluated and noted but the final version will have the most impact on your grade. The initial submission should have at least the following components:
• Project description
• Project team members and their expected roles
• Team collaboration plan (i.e., how are the team members going to work together? Are you going to rely on email communication or are you going to use any social media platform?)
• List of specific tasks need to be performed

Final project specification (20%) needs to be completed and submitted by the final week, May 06. This document should include the following information:
• Project description: what is it? Who is it for? Why is it important?
• List of project members and a brief description of their expected roles
• Team collaboration plan
• Client profile: description of business, size, social media need
• Audience profile: description of who will be the potential audience/participants of the social media activities, and how to locate, attract and keep them.
• Goals & objectives: Through informal interview with client, identify long/short term goal as well as specific objectives of the social media implementation
• Step-by-step social media strategy: Which social media tools to use? What kind of content/event to publish? What is the updating frequency? How to react to emergency situation if applicable?
• Assessment: how to evaluate the social media strategy, list of weaknesses and limitations of this strategy; list of potential future improvement

The peer assessment (5%) will be confidential and based on a scale of one to five of the contribution and efforts you make. Your peer assessment grade will result from the mean of the scores given to you by the peers in your group.
At the end of the course, I will convert the points earned into a percentage:

- 90% and above = A
- 80% to 90% = B
- 70% to 80% = C
- below 70% = E

I assign the grade of I (incomplete) only when I am convinced the student’s circumstances warrant it.

**Course Schedule**

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<tr>
<th>Week</th>
<th>Begins</th>
<th>Topic</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>Jan 15</td>
<td>Course overview and introduction to Web 2.0</td>
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+ **SUBMIT TOPIC FOR DISCUSSION FACILITATION BY Midnight EST January 21, 2014.**

Week 2 | Jan 22 | Related concept I: Networks and social networks

Week 3 | Jan 29 | Related theory I: Social network analysis

+ **SUBMIT A BRIEF PROJECT DESCRIPTION BY Midnight EST February 04, 2014**

Week 4 | Feb 05 | Related concept II: Social capital

Week 5 | Feb 12 | Related theory II: Communication and Conversation

+ **Exercise 1: Social Media Networks (NodeXL) DUE AT Midnight EST February 18, 2014.**

Week 6 | Feb 19 | Related research I: Computer-mediated communication

Week 7 | Feb 26 | Related research II: Computer-mediated communication

+ **Exercise 2 DUE AT Midnight EST March 04, 2014.**

Week 8 | March 05 | Related issue I: Ethics and policy

Week 9 | March 12 | Related issue II: Public sphere and social divide

+ **SUBMIT AN INITIAL PROJECT SPECIFICATION BY Midnight EST March 18, 2014**

**March 19-25 - Monday through Saturday - Spring Vacation - Academic Holidays**
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Applications</th>
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<tbody>
<tr>
<td>Week 10</td>
<td>March 26</td>
<td><em>Applications I</em>: Social media and scholarship</td>
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<tr>
<td>Week 11</td>
<td>April 02</td>
<td><em>Applications II</em>: Social branding and Socialnomics</td>
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+ Exercise 3 DUE AT Midnight EST *April 08, 2014.*

| Week 12   | April 09  | *Applications III*: Web 2.0 in education         |
| Week 13   | April 16  | *Applications IV*: Library use of social media   |
| Week 14   | April 23  | *Applications V*: Social media in healthcare     |
| Week 15   | April 30  | International use and future vision of social media |

+ **FINAL PROJECT SPECIFICATION DUE Midnight EST May 06, 2014.**