

COM2501: INTERNET COMMUNICATION

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Internet Communication

Subject Code

COM - Media and Communication

Course Number

2501

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

COM1501 Internet Communication or EN3515 Internet Communication

Exclusive Courses

Nil

Part II Course Details

Abstract

The course aims to provide students with a broad range of knowledge and skills regarding Internet communication through the World Wide Web and other forms of electronic communication. It will survey the development of the Internet and

the Internet communication process, analyze the impact of Internet communication on the society and the major issues arising from Internet communication, and discover the social values and implications of various Internet applications. It will also allow students to learn the professional skills in the design, deployment, and administration of websites and create functional and innovative websites through applying various approaches of effective communication.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 app.)		DEC-A2	DEC-A3
1	Analyze the trends and development of the Internet		x		
2	Assess the main impact of the Internet on society and communication behaviour		x	x	
3	Analyze the social values and implications of various Internet applications		x	x	
4	Discover effective tools to communicate on the Internet			x	x
5	Develop business plans for commercial and non-profit Internet communication			x	x
6	Apply design principles and techniques and various mark-up/programming languages/software to create functional and innovative Internet communication projects, such as websites, blogs, and social media channels			x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

	LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	- Students will analyze the development of the Internet in various countries - students will examine key cases of Internet companies and operations (philosophy, business model and operation) - students will assess the impact of the Internet at both the macro and micro levels through specific cases	1, 2, 3	5 weeks
2	Lectures & discussion	- students will analyse various forms of Internet communication (websites, email, search, blogs, forums, video conferencing, voice over IP, social media platforms)	3, 4	1 weeks
3	Exercises & tasks	- students will apply the principles of colour coordination, layout, and visual design - students will apply mark-up/programming languages and software to construct websites and various Internet communication projects	5, 6	7 weeks

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Class Participation: participating in class discussion and lab exercises	1, 2, 3, 4	10	
2	Individual Assignment: Constructing a full-blown website: Creativity in concept, design, and content (20%) Look and feel (20%) Usability (20%) Content (20%) Technical performance (20%)	1, 2, 3, 4, 6	20	
3	Midterm test	1, 2, 3, 4	30	

4	Group Project: Developing a business plan for a start-up web/ Internet communication company/operation: Originality/creativity (25%) Analysis of market/trends (25%) Business/operation model (15%) Visualization (15%) Technical features (10%) Presentation (10%)	1, 2, 3, 4, 5, 6	40	
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Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Class participation

Criterion

Attitudes for active learning and class participation, abilities to communicate effectively and complete lab exercises

Excellent (A+, A, A-)

High (always attend the class; actively participate in class discussion and complete all lab exercises)

Good (B+, B, B-)

Significant (attend the class; frequently participate in class activities and lab exercises)

Fair (C+, C, C-)

Moderate (attend the class; occasionally participate in class activities)

Marginal (D)

Basic (attend the class; barely active in class)

Failure (F)

Failing to reach marginal levels (do not attend the class; do not participate in class activities)

Assessment Task

Constructing a full-blown website

Criterion

Demonstrating technical knowledge, creativity and understanding of user requirements web development

Excellent (A+, A, A-)

High (demonstrate high capacity in all aspects of web development)

Good (B+, B, B-)

Significant (present reasonable capacity in major aspects of web development)

Fair (C+, C, C-)

Moderate (present reasonable capacity in web development)

Marginal (D)

Basic (present basic capacity of some aspects of web development)

Failure (F)

Failing to reach marginal levels

Assessment Task

Midterm test

Criterion

Demonstrating knowledge of history and basics of internet technologies and businesses

Excellent (A+, A, A-)

High (demonstrate high insights to all theory and applications)

Good (B+, B, B-)

Significant (demonstrate reasonable insights to most theory and applications)

Fair (C+, C, C-)

Moderate (demonstrate reasonable knowledge of theory and applications)

Marginal (D)

Basic (demonstrate basic knowledge of some theory and applications)

Failure (F)

Failing to reach marginal levels

Assessment Task

Developing a business plan for an Internet startup

Criterion

Demonstrating knowledge of internet business models, ability to conduct research and creativity

Excellent (A+, A, A-)

High (demonstrate high capacity in all phases of the project)

Good (B+, B, B-)

Significant (present reasonable capacity in major phases of the project)

Fair (C+, C, C-)

Moderate (present reasonable capacity in phases of the project)

Marginal (D)

Basic (present basic capacity of some phases of the project)

Failure (F)

Failing to reach marginal levels

Part III Other Information

Keyword Syllabus

Internet/Web design; Social impact of the Internet; Internet business models; website/blog development and operation, social media

Reading List

Compulsory Readings

Title	
1	Acerbi, A. (2019). Cultural evolution in the digital age. Oxford University Press.
2	Bolton, R. N., Parasuraman, A., Hoefnagels, A., Migchels, N., Kabadayi, S., Gruber, T., ... & Solnet, D. (2013). Understanding Generation Y and their use of social media: a review and research agenda. Journal of service management.
3	Wu, S., Hofman, J. M., Mason, W. A., & Watts, D. J. (2011, March). Who says what to whom on twitter. In Proceedings of the 20th international conference on World wide web (pp. 705-714).
4	Cinelli, M., Morales, G. D. F., Galeazzi, A., Quattrociocchi, W., & Starnini, M. (2021). The echo chamber effect on social media. Proceedings of the National Academy of Sciences, 118(9).
5	5.Kaminski, J. (2011). Diffusion of Innovation Theory, Canadian Journal of Nursing Informatics, 6(2).

Additional Readings

Title	
1	Nil