

COM4511: SOCIAL MEDIA AND COMMUNICATION

Effective Term

Semester A 2024/25

Part I Course Overview

Course Title

Social Media and Communication

Subject Code

COM - Media and Communication

Course Number

4511

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

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to:

- (1) explain the processes involved in producing streaming media,
- (2) learn new technologies and methods for creating participatory media and making it available,
- (3) exercise with the technologies associated with bringing images and audio to the Internet environment,
- (4) practice the tools for streaming media in Web sites.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Describe and discuss dominant technologies used to bring text, still and moving images and audio to the Internet	25		x	
2	Identify and discuss social media types and delivery systems, processes, and their limitations	25		x	
3	Explain access, organization, promotion, multimedia copyright, and censorship issues relating to social and streaming media	15	x		
4	Utilize dominant audio and video codecs to convert and encode media for the appropriate software players.	20			x
5	Critically analyze and solve problems with the integration and design of text/audio/video streaming in professional communication settings	15	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 actively participate in the lectures and learn key concepts and theories.	1, 2	
2	Workshops	Students will exercise skills to bring images and audio to the Internet environment and to use the tools which facilitate these media in Web sites.	1, 2, 4	

3	Weblog	Students will create and operate a social media place for their thoughts on readings, assignments, research and interesting items.	1, 2, 3, 4	
4	Weekly assignments	Students will practice the skills and techniques exercised in the lecture and workshops.	1, 2, 3, 4, 5	
5	Group Report	Students will complete a 10-15 page report on one of the following topics: 1) an analysis of a television or radio program that enables some types of audience interaction, and 2) a business proposal for adding audience participation to an existing television or radio program.	1, 2, 3, 5	

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Participation in in-class workshops: Students will attend the lectures and take part in workshops.	1, 2, 4	10	
2	Weblog: Students will create and operate a social media page for this course.	1, 2, 3, 4	10	
3	Weekly assignments: Students will practice the skills and techniques on the social media page.	1, 2, 3, 4, 5	50	
4	Group report: Students will analyze and complete a final report in terms of audience engagement in social media.	1, 2, 3, 5	30	

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Weekly Assignments

Criterion

Abilities to analyze and visualize social media data

Excellent (A+, A, A-)

High (present thorough analysis quantitatively and visually; fully understanding on the concepts and methods)

Good (B+, B, B-)

Significant (present careful analysis quantitatively and visually; clear understanding on the concepts and theories)

Fair (C+, C, C-)

Moderate (present quantitative and visual analysis; understanding on the concepts and theories)

Marginal (D)

Basic (present minimal understanding on the concepts and theories)

Failure (F)

Failing to reach marginal levels

Assessment Task

Group Report

Criterion

Capacity for define real world questions, collect and analyze the relevant data, and interpret and present the results in a professional manner

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

Assessment Task

Workshop

Criterion

Knowledge of social media theory and its applications to media, business, and technological sectors

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

Weblog

Criterion

Attitudes for active learning and participation and abilities to communicate effectively

Excellent (A+, A, A-)

High (always attend the class; actively participate in class discussion; have high motivation to share thoughts and insights)

Good (B+, B, B-)

Significant(attend the class; frequently participate in class activities)

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 reachmarginal levels(do not attend the class; do not participate in class activities)

Part III Other Information

Keyword Syllabus

Audio streaming, video streaming, Web streaming, image delivery, encoding, codec, on-demand streaming, audio/video recording, text flow, social media, online social networks, user analytics, Web hosting.

Reading List**Compulsory Readings**

Title	
1	Bayer, J. B., Trieu, P., & Ellison, N. B. (2020). Social media elements, ecologies, and effects. <i>Annual Review of Psychology</i> , 71, 471-497.
2	Granovetter, M. S. (1973). The strength of weak ties. <i>American Journal of Sociology</i> , 78(6), 1360-1380.
3	Kim, J. (2024). The value of a shared experience: Relationships between co-experience and identification with other audiences and audience engagement behaviors on social media. <i>Computers in Human Behavior</i> , 152, 108050.
4	Walther, J. B. (1996). Computer-mediated communication: Impersonal, interpersonal, and hyperpersonal interaction. <i>Communication Research</i> , 23(1), 3-43.

Additional Readings

Title	
1	Sponder, M. (2011). Social media analytics: Effective tools for building, interpreting, and using metrics. McGraw Hill.
2	Safko, L. (2012). The social media bible: Tactics, tools, and strategies for business success (3rd ed.). Wiley & Sons.
3	Easley, D., & Kleinberg, J. (2010). Networks, crowds, and markets: Reasoning about a highly connected world. Cambridge University Press.