

School of Information Management

## MMIM 581 SPECIAL TOPIC: SOCIAL MEDIA

Trimester 3, 2015

### COURSE OUTLINE

---

#### Names and Contact Details

Course Coordinator and Lecturer	Mary Tate	RH 504	mary.tate@vuw.ac.nz 04-463-5265
Course Lecturer	Mark McGuire	-	mark.mcguire@vuw.ac.nz
MIM Programme Support	Usha Varatharaju	RH 521	usha.varatharaju@vuw.ac.nz 04-463-5309

#### Trimester Dates

From Saturday 21 November to Monday 18 January 2016

Teaching period Saturday 21 November to Saturday 19 December

#### Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before one full week after the first class.
2. The standard last date for withdrawal from this course is 9 December 2015.

After the last date stated in #2, students forced to withdraw by circumstances beyond their control must apply for permission on an '*Application for Associate Dean's Permission to Withdraw Late*' including supporting documentation. The application form is available from either of the Faculty's Student Customer Service Desks or [online](#).

#### Class Times and Room Numbers

See below

#### Teaching Format

This course will be taught in four blocks. Each block will take place on a Saturday, and will be taught simultaneously in Auckland and Wellington using a combination of face-to-face and technology-assisted synchronous blended delivery.

## Class Schedule

Module	Date	Times	Wellington*	Auckland**
1	Saturday 21 November	9:00 – 11:50	Room tba	KS50/410
2	Saturday 21 November	13:10 – 16:00	Room tba	KS50/410
3	Saturday 28 November	9:00 – 11:50	Room tba	KS50/410
4	Saturday 28 November	13:10 – 16:00	Room tba	KS50/410
5	Saturday 12 December	9:00 – 11:50	Room tba	KS50/410
6	Saturday 12 December	13:10 – 16:00	Room tba	KS50/410
7	Saturday 19 December	9:00 – 11:50	Room tba	KS50/410
8	Saturday 19 December	13:10 – 16:00	Room tba	KS50/410

\* Venue will be on Kelburn Campus, room to be advised

\*\* Auckland Campus, 50 Kitchener Street, room 410

## Group Work

The group presentation is expected to require 1-3 meetings outside of class hours, which may be face-to-face or virtual, held either synchronously or asynchronously.

## Expected Workload (approximate)

Activity	Time
Attend classes (6 hours per day x 4 days)	24 hours
Reading/preparing/researching/engagement – approximately 10 hours/week for 5 weeks	50 hours
Assignment preparation – approximately 9.5 hours/week for 8 weeks (includes breaks)	76 hours
<b>Total</b>	<b>150 hours</b>

## Prescription

An examination of the social media environment and its impact on business, government and society addressing such issues as: development and control, technology and platforms, identity and privacy, intellectual property and monetisation, globalisation, national and cultural attitudes and current research.

## Course Learning Objectives

- 1 Discuss the role of social media in business and government
- 2 Analyse the technical infrastructure that supports internet social media
- 3 Outline and discuss the legal, ethical and societal impacts of social media on the Internet.

## Readings

See the schedule on page 5.

## Assessment

Assessment items	Length	Due	%	CLO(s)
1 Essay	2400 words	Part 1 due Mon 7 Dec 9.00am* Part 2 due Mon 18 Jan 9.00am*	15 30	1, 2, 3
2 Business case analysis	1600 words	Part 1 due Mon 7 Dec 9.00am** Part 2 due Mon 18 Jan 9.00am**	10 30	1, 2, 3
3 Group presentation***	10 minutes		15	1, 2, 3

\* The deliverable submitted on 7 December will allocated 15% of the final grade. However, students may revise this deliverable based on the feedback received. In this case the entire deliverable will be reconsidered after submission on 18 January. This means that the marking scheme will be 15% (7<sup>th</sup> Dec deliverable) + 30% (18 January deliverable) OR 45% (18 January deliverable only), whichever is higher.

\*\* The deliverable submitted on 7 December will allocated 10% of the final grade. However, students may revise this deliverable based on the feedback received. In this case the entire deliverable will be reconsidered after submission on 18 January. This means that the marking scheme will be 10% (7<sup>th</sup> Dec deliverable) + 30% (18 January deliverable) OR 40% (18 January deliverable only), whichever is higher.

\*\*\* No extensions are possible on this deliverable.

### **Class Schedule (Indicative)**

	<b>Date</b>	<b>Time</b>	<b>Topics</b>	<b>Description</b>
1	21 November	9:00 – 11:50	<b>What is social media?</b> <ul style="list-style-type: none"> <li>• Definitions: social media, social commerce, web 2.0</li> <li>• History of social media</li> <li>• Social media platforms and affordances</li> </ul>	A combination of learning activities that may include instructor-led sessions, student-led session discussions, exercises and workshops
2	21 November	13:10 – 16:00	<b>Getting started with social media</b> <ul style="list-style-type: none"> <li>• Course mind-map</li> <li>• Mindful adoption</li> <li>• Gaining business value from social media</li> <li>• Introducing the tools we will use in this course</li> </ul>	A combination of learning activities that may include instructor-led sessions, student-led session discussions, exercises and workshops
3	28 November	9:00 – 11:50	<b>Community Building</b> <ul style="list-style-type: none"> <li>• Communities and social networks</li> <li>• Social ties</li> <li>• Social capital</li> <li>• Identity</li> <li>• Filter bubbles</li> </ul>	A combination of learning activities that may include instructor-led sessions, student-led session discussions, exercises and workshops
4	28 November	13:10 – 16:00	<b>Social media communities</b> <ul style="list-style-type: none"> <li>• Communities in the workplace</li> <li>• Brand communities</li> <li>• Communities and government</li> </ul>	A combination of learning activities that may include instructor-led sessions, student-led session discussions, exercises and workshops
5	12 December	9:00 – 11:50	<b>SM applications: marketing, communication and customer service</b> <ul style="list-style-type: none"> <li>• Relationships between organizations and customers</li> <li>• Co-creation and co-production</li> <li>• Online customer service</li> <li>• What customers look for in SNSs</li> </ul>	A combination of learning activities that may include instructor-led sessions, student-led session discussions, exercises and workshops
6	12 December	13:10 – 16:00	<b>Risk</b> <ul style="list-style-type: none"> <li>• Privacy and surveillance</li> <li>• Sources of risk</li> <li>• Managing risk</li> </ul>	A combination of learning activities that may include instructor-led sessions, student-led session discussions, exercises and workshops
7	19 December	9:00 – 11:50	<b>SM Strategy and Management</b> <ul style="list-style-type: none"> <li>• Effective internal use of SM tools</li> <li>• Management</li> <li>• Measurement</li> <li>• Governance</li> </ul>	A combination of learning activities that may include instructor-led sessions, student-led session discussions, exercises and workshops
8	19 December	13:10 – 16:00	<b>Wrap up and Group Presentations</b>	A combination of learning activities that may include instructor-led sessions, student-led session discussions, exercises and workshops. This session will include the group presentations.

**Penalties**

Late submission will be subject to a penalty of 10% per business day. No extension is possible for the group presentation.

**Use of Turnitin**

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <http://www.turnitin.com>. Turnitin is an on-line plagiarism prevention tool which compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and submitted to Turnitin. A copy of submitted materials will be retained on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

**Communication of Additional Information**

Additional information will be conveyed via Blackboard, email, or social media platforms (TBA) that are used in the course.

**Student feedback**

Student feedback on University courses may be found at:  
[www.cad.vuw.ac.nz/feedback/feedback\\_display.php](http://www.cad.vuw.ac.nz/feedback/feedback_display.php)

**Link to general information**

For general information about course-related matters, go to  
<http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

**Note to Students**

Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

\*\*\*\*\*

## **Reading List (Indicative)**

The finalised reading list will be made available on Blackboard.

- O'Reilly, T. (2007). "What is Web 2.0: Design Patterns and Business Models for the Next Generation of Software." Communications and Strategies **65**: 17-37.
- Culnan, M., et al. (2010). "How large U.S. companies can use Twitter and other Social Media to Gain Business Value." MIS Quarterly Executive **9**(4): 245-259.
- Haythornthwaite, C. (2005). "Social networks and Internet connectivity effects." Information, Communication & Society **8**(2): 125-147.
- van\_Dam, J.-W. and M. van\_de\_Velden (2015). "Online profiling and clustering of Facebook users." Decision Support Systems **70**: 60-72.
- Linders, D. (2012). "From e-government to we-government: Defining a typology for citizen coproduction in the age of social media." Government Information Quarterly **29**: 446-454.
- Skeels, M. and J. Grundin (2009). When Social Networks Cross Boundaries: A Case Study of Workplace Use of Facebook and LinkedIn. Group'05. Sanibel Island, Florida, Association of Computing Machinery (ACM).
- Zaglia, M. (2013). "Brand communities embedded in social networks." Journal of Business Research **66**: 216-223.
- Baird, C. and G. Parasnis (2011). "From social media to social customer relationship management." Strategy and Leadership **39**(5): 30-37.
- Berthon, P., et al. (2012). "Marketing meets Web 2.0, social media, and creative consumers: Implications for international marketing strategy." Business Horizons **55**: 261—271.
- Kietzmann, J., et al. (2011). "Social media? get serious! Understanding the functional building blocks of social media." Business Horizons **54**: 241-251.
- Culp, S., et al. (2014). A Comprehensive Approach to Managing Social Media Risk and Compliance, Accenture.
- Pfeffer, J., et al. (2014). "Understanding Online firestorms: Negative word-of-mouth dynamics in social media networks." Journal of Marketing Communications **20**(1-2): 117-128.
- Schullich, R. (2012). Risk Assessment in Social Media. The SANS institute InfoSec Reading Room, SANS Institute.
- Fan, W. and M. Gardon (2014). "The Power of Social Media Analytics." Communications of the ACM **57**(6): 74-81.
- Weill, P. and S. Woerner (2013). "Optimizing Your Digital Business Model." MIT Sloan Management Review **54**(3): 71-78.
- Alberghini, E., et al. (2014). "A methodology to manage and monitor social media within a company: a case study." Journal of Knowledge Management **18**(2): 255-277.