COURSE DETAIL

SOCIAL MEDIA: COLLECTIVE INTELLIGENCE & CREATIVITY
Country Hong Kong
Host Institution Hong Kong University of Science and Technology (HKUST)
Program(s) Hong Kong Summer, HKUST
UCEAP Course Level Lower Division
UCEAP Subject Area(s) Communication
UCEAP Course Number 19
UCEAP Course Suffix S
UCEAP Official Title SOCIAL MEDIA: COLLECTIVE INTELLIGENCE & CREATIVITY
UCEAP Transcript Title SOCIAL MEDIA
UCEAP Quarter Units 4.50
UCEAP Semester Units

3.00

Course Description

This course provides an analysis of the power of social media, such as Facebook, twitter, blogs, mashups, wikis, etc. It examines how social media can facilitate creativity and collective intelligence, through enhanced information sharing and online collaboration among netizens; ultimately building the social pool of knowledge. It also examines the downside of this participatory culture. With the growth of web sites like Facebook, Wikipedia, YouTube, Flickr, blogs, and open source development communities, the web is no longer just about delivery of information. It is about participation and collaboration. This course examines the impact of the open and peer-to-peer collaborations that are the underpinning Web 2.0 on which most of us are spending more time than ever before. In addition to learning Web 2.0 enabling technologies, students examine the social and philosophical implications of this phenomenon. Assessment: Assignments (15%), project presentation (8%), project reports (7%), midterm (25%), final exam (45%).

Language(s) of Instruction
English

Host Institution Course Number
ISOM1090

Host Institution Course Title
SOCIAL MEDIA: COLLECTIVE INTELLIGENCE & CREATIVITY

Host Institution Course Details

Host Institution Campus
HKUST International Summer School

Host Institution Faculty

Host Institution Degree

Host Institution Department

Information Systems, Business Statistics, and Operations Management

Course Last Reviewed
2023-2024

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