

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 Campus

HKUST International Summer School

Host Institution Faculty

Host Institution Degree

Host Institution Department

Information Systems, Business Statistics, and Operations Management

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