INFS4830
SOCIAL MEDIA AND NETWORKING

Course Outline
Semester 1, 2016

Part A: Course-Specific Information

Please consult Part B for key information on Business School policies (including those on plagiarism and special consideration), student responsibilities and student support services.
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PART A: COURSE-SPECIFIC INFORMATION

1 STAFF CONTACT DETAILS

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Email</th>
<th>Room</th>
<th>Consultation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecturer-in-charge</td>
<td>Dr Felix Tan</td>
<td><a href="mailto:f.tan@unsw.edu.au">f.tan@unsw.edu.au</a></td>
<td>QUAD 2110</td>
<td>Refer to Moodle</td>
</tr>
<tr>
<td>Lecturer</td>
<td>Dr Vincent Pang</td>
<td><a href="mailto:vincent.pang@unsw.edu.au">vincent.pang@unsw.edu.au</a></td>
<td>QUAD 2112</td>
<td>Refer to Moodle</td>
</tr>
<tr>
<td>Lecturer</td>
<td>Dr Carmen Leong</td>
<td><a href="mailto:carmen.leong@unsw.edu.au">carmen.leong@unsw.edu.au</a></td>
<td>QUAD 2109</td>
<td>Refer to Moodle</td>
</tr>
<tr>
<td>Lecturer</td>
<td>Dr Sam Kirshner</td>
<td><a href="mailto:s.kirshner@unsw.edu.au">s.kirshner@unsw.edu.au</a></td>
<td>QUAD 2115</td>
<td>Refer to Moodle</td>
</tr>
<tr>
<td>Lecturer</td>
<td>Dr Toomas Tamm</td>
<td><a href="mailto:toomas.tamm@unsw.edu.au">toomas.tamm@unsw.edu.au</a></td>
<td>QUAD 2111</td>
<td>Refer to Moodle</td>
</tr>
<tr>
<td>Lecturer</td>
<td>Ms Chanyoung Seo</td>
<td><a href="mailto:c.seo@unsw.edu.au">c.seo@unsw.edu.au</a></td>
<td>QUAD Lvl 2</td>
<td>Refer to Moodle</td>
</tr>
</tbody>
</table>

1.1 Standard Communication with Staff
The best way to contact your lecturer or tutor is via email or to see them during their consultation times. Please note that only your UNSW email account will be used for formal notices and correspondence regarding the course.

You should note that it is School policy to only respond to eMail messages that are clearly identifiable as having originated from legitimate accounts. Legitimate eMail accounts are:
- a UNSW student account,
- an identifiable employer provided account, or
- an identifiable ISP account (bigpond, optusnet, etc).

Messages from Hotmail, Yahoo, Google and other similar services will not be replied to. All students and staff are expected to use eMail responsibly and respectfully.

If you need to contact the school urgently, ring 9385-5320 or email istm@unsw.edu.au.

2 COURSE DETAILS

2.1 Teaching Times and Locations
Seminars are held from Week 1 to Week 12 on Tuesdays from 18:00 to 21:00. A full list of times and locations will be announced on the Course Website.


2.2 Units of Credit
The course is worth 6 units of credit. This course is taught in parallel to both undergraduate (Honours) and postgraduate students. The course materials are
identical, but the student learning outcomes are different and the assessments marked differently.

2.3 Summary of Course
This course will examine the rapid proliferation of social media, the opportunities for firms to engage with customers through social media platforms and the enabling effect of social media technologies for competitive advantage. What do you do next after you have all your social media technologies, platforms and tools in place? Who owns the data? What insights within social media data can empower your firm? How can social media networks foster the formation of community? These are some of the questions that this course will attempt to address. This course is designed to critically evaluate the potential for social media technologies to facilitate meaningful discussions in communities, consumer markets, and strategic decision marking.

The course will examine strategies to create and extract value from social media, the power of social media to influence, the effect of social media on operational matters, social media metrics and strategic aspects of social media analytics. This course is designed for students who wish to pursue careers in business analytics, business consulting and general IT management. The course will incorporate a hands-on component using SAS software and other relevant social media analytics technologies. The course will also incorporate modelling techniques and tools.

2.4 Course Aims and Relationship to Other Courses
The aims of this course are to gain understanding of various social media technologies, platforms and analytics, and how they are able to be applied in a business context. The course will present the purpose, function and design of social media platforms and help you to understand the benefits and drawbacks of using such technologies. The course will also present social media data analyses and how they can assist organisations to improve their overall efficiency and provide competitive advantage.

This course will also help you to refine your communication skills and group work skills, and assist you in the development of your research skills.

INFS4830 is a UG course dealing with both the theoretical and practical aspects of Social Media Technologies. This course is suggested for students who have completed Introduction to Business Information Systems or an equivalent level course, and are interested in the study of Social Media and how they support all facets of business operations.

2.5 Student Learning Outcomes
The Course Learning Outcomes are what you should be able to DO by the end of this course if you participate fully in learning activities and successfully complete the assessment items.

By the end of this course, you should be able to:

1. Demonstrate an understanding of the strategic issues in use of social media to support business operations, communities and decision-making.
2. Understand the scope and metrics for assessing the effectiveness of social media and networking.
3. Develop models for implementing and leveraging social media.
4. Understand techniques for sentiment and text analytics.
5. Communicate and assess a firm’s social media strategy with a professional approach in written form.
6. Discuss the challenges associated with implementing social media, analytics and networking technologies and their impacts on organisations.

The Learning Outcomes in this course also help you to achieve some of the overall Program Learning Goals and Outcomes for all undergraduate students in the Business School. Program Learning Goals are what we want you to BE or HAVE by the time you successfully complete your degree (e.g. ‘be an effective team player’). You demonstrate this by achieving specific Program Learning Outcomes – what you are able to DO by the end of your degree (e.g. ‘participate collaboratively and responsibly in teams’).

For more information on the Undergraduate Program Learning Goals and Outcomes, see Part B of the course outline.

### Business Undergraduate Program Learning Goals and Outcomes

1. **Knowledge:** Our graduates will have in-depth disciplinary knowledge applicable in local and global contexts.
   You should be able to select and apply disciplinary knowledge to business situations in a local and global environment.

2. **Critical thinking and problem solving:** Our graduates will be critical thinkers and effective problem solvers.
   You should be able to identify and research issues in business situations, analyse the issues, and propose appropriate and well-justified solutions.

3. **Communication:** Our graduates will be effective professional communicators.
   You should be able to:
   a. Prepare written documents that are clear and concise, using appropriate style and presentation for the intended audience, purpose and context, and
   b. Prepare and deliver oral presentations that are clear, focused, well-structured, and delivered in a professional manner.

4. **Teamwork:** Our graduates will be effective team participants.
   You should be able to participate collaboratively and responsibly in teams, and reflect on your own teamwork, and on the team’s processes and ability to achieve outcomes.

5. **Ethical, social and environmental responsibility:** Our graduates will have a sound awareness of the ethical, social, cultural and environmental implications of business practice.
   You should be able to:
   a. Identify and assess ethical, environmental and/or sustainability considerations in business decision-making and practice, and
   b. Identify social and cultural implications of business situations.

The following table shows how your Course Learning Outcomes relate to the overall Program Learning Goals and Outcomes, and indicates where these are assessed (they may also be developed in tutorials and other activities):

<table>
<thead>
<tr>
<th>Program Learning Goals and Outcomes</th>
<th>Course Learning Outcomes</th>
<th>Course Assessment Item</th>
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business.unsw.edu.au
CRICOS Code 00098G
This course helps you to achieve the following learning goals for all Business undergraduate students:

<table>
<thead>
<tr>
<th>Learning Outcome</th>
<th>Description</th>
<th>Assessment Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Knowledge</td>
<td>Demonstrate an understanding of the issues in the adoption and use of various social media technologies, platforms and analytics, and how they are able to be applied in a business context.</td>
<td>Seminar activities, Exam</td>
</tr>
<tr>
<td>2 Critical thinking and problem solving</td>
<td>Critically evaluate strategies to create and extract value from social media, the power of social media to influence, the effect of social media on operational matters, social media metrics and strategic aspects of social media analytics.</td>
<td>Seminar activities, Exam</td>
</tr>
<tr>
<td>3a Written communication</td>
<td>Communicate and assess a firm’s social media strategy with a professional approach in written form. Develop models for implementing and leveraging social media.</td>
<td>Seminar activities, Exam</td>
</tr>
<tr>
<td>3b Oral communication</td>
<td>Communicate ideas in a succinct and clear manner. Explain the challenges associated with implementing social media, analytics and networking technologies and their impacts on organisations.</td>
<td>Seminar activities, Exam</td>
</tr>
<tr>
<td>4 Teamwork</td>
<td>Demonstrate an ability to work independently and in a group.</td>
<td>Seminar activities, Assignment</td>
</tr>
<tr>
<td>5a Ethical, social and environmental responsibility</td>
<td>Describe and reflect on ethical issues, environmental concerns in social media adoption.</td>
<td>NA</td>
</tr>
<tr>
<td>5b Social and cultural awareness</td>
<td>Describe the impact of national, industry and organizational culture on social media use.</td>
<td>NA</td>
</tr>
</tbody>
</table>

3 LEARNING AND TEACHING ACTIVITIES

3.1 Approach to Learning and Teaching in the Course

At university, the focus is on your self-directed search for knowledge. Seminars, journal articles, examinations and other resources are all provided to help you learn. You are therefore required to attend all seminars, complete all hands-on exercises, and read all required readings in order to fully grasp and appreciate the concepts of Social Media and Networking.

It is up to you to choose how much work you do in each part of the course: preparing for seminars; completing assignments; studying for examinations; and seeking assistance or extra work to extend and clarify your understanding. You must choose an approach that best suits your learning style and goals in this course. The lecturers will
facilitate your learning by providing the guidance as to what you need to study. The lecturers will also assist you with problems you may encounter. Remember, however, it is your responsibility to make a concerted and timely effort to study this course. If you make this effort you will find the material interesting, the course worthwhile and the interaction with your fellow students stimulating. You should also do well.

3.2 Learning Activities and Teaching Strategies

The course involves two key components in your learning – the seminars and your private study.

Each seminar will provide you with a brief overview and introduction to the topic at hand and will focus on explaining the difficult concepts and issues. Through a series of individual and group discussions facilitated by the lectures, the seminars will examine strategies to create and extract value from social media, the power of social media to influence, the effect of social media on operational matters, social media metrics and strategic aspects of social media analytics. The role of the seminar is to help you understand the context of the topics as well as to help provide practical examples to complement the theoretical frameworks and concepts. Some of the seminars are also intended to provide you with an opportunity to gain basic hands-on experience and practical proficiency using SAS text mining software. You are required to work individually. A hands-on handout will be made available on the website. The routines and exercises set for completion in the classrooms will give you the opportunity to experience the functions of SAS text miner for social media data analytics and to strategic models for decision making. The hands-on section is compulsory and you will be assessed individually. It is your responsibility to grasp the principles and further skills of other analytics software in order to achieve optimal performance of your course. An SAS instructor will be available during each hands-on section to assist and guide you through the modules.

A major aim of tertiary institutions is the development of self-management skills. Thus, your self-directed private study is the most important component of this course. To assist your study each week has a "weekly study guide". These guides are posted on the course website and set out the learning objectives for the week, the required readings, self-assessment exercises, seminar topics and other relevant items. In addition, private study also includes reading more widely. The relevant material can be sourced from books, journals and the Internet and will enable you to acquire a better understanding of the course. The readings, self-assessment exercises and your own topic summaries form the basis of an excellent private study regime. Keeping up to date is very important and each week builds on the prior weeks so it is important that you get your study regime organised quickly.

3.3 Forming a Group

You are required to form a group of 3 (4 max) members to complete your seminar activities. The groups need to be formed at the end of WEEK ONE. Try to create a good mix of people based on their background and experience/s. Your group must be self-managing. Each group needs to have a leader and you will need to submit a group list that includes all members’ names, student ID, email address, and indicating the leader. You are required to keep your group meeting minutes for general project management purpose. The groups have to be formed within the same seminar classes.
3.4 Peer Evaluation
All members of the group are expected to participate equally in all group activities. To ensure that this occurs, a peer evaluation form will be distributed near the end of each group assignment. Each student will be asked to rate the effort of each of the other group members in completing the assignments. These quantitative rating results will be used in the determination of the final mark of each student in a group. If there are arguments about the contribution evaluation, an open discussion between students about relative contribution will be held in the lecturer’s presence. In order to encourage your participation, questions derived from your group assignment may be assessed in the final examination.

4 ASSESSMENT

4.1 Formal Requirements
To receive a pass grade in this course, you must meet ALL of the following criteria:
- Attain an overall mark of at least 50%.
- Attend at least 80% of all scheduled classes.
- Attain a satisfactory performance in each component of the course. A mark of 45% or higher is normally regarded as satisfactory.
- Attain a mark of at least 45% in the final exam.
- In the case of peer assessed group work, the mark assigned to each member of the group may be scaled based on peer assessment of each member's contribution to the task.

The School reserves the right to scale final marks to a mean of 60%.

It should be noted that group members are expected to work in a harmonious and professional fashion which includes adequate management of non-performing members.

4.2 Assessment Details

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Weighting</th>
<th>Length</th>
<th>Mode</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAS Hands-on Exercises</td>
<td>25%</td>
<td>Refer to specification</td>
<td>Individual</td>
<td>Weekly</td>
</tr>
<tr>
<td>Group Assignment</td>
<td>25%</td>
<td>Refer to specification</td>
<td>Group</td>
<td>Week 10</td>
</tr>
<tr>
<td>Final Exam</td>
<td>50%</td>
<td>2 hours</td>
<td>Individual</td>
<td>University Exam Period</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td></td>
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</tbody>
</table>

4.3 Assessment Format

SAS Hands-ons
A set of hands-on exercises will be provided to help you get started with social media and data analytics. There are a total of 3 sessions. You will be required to complete a set of hands-on exercises individually and a total of 25% of your overall marks is allocated to them. You are required to complete each of the hands-on sessions in the due week and your Hands-on instructor will check your work at the end of each hands-on – further details will be communicated via the course website.

Your SAS Hands-on Instructor is responsible for all SAS hands-on sessions, students with problems regarding the SAS hands-on materials should always refer to their instructor first.

**Group Assignment**

An important experiential component of the course is the completion of a group assignment. This assignment provides an opportunity for you to work in a group to explore the issues of social media technologies, platforms and analytics, and how they are able to be applied. The assignment consolidates an understanding of the strategic issues in use of social media to support business operations, communities and decision-making in different context. The assignment may require you to build a digital log or diary of discussions. This assignment also helps to improve your critical thinking, problem solving, communication, teamwork and leadership, and professional skills.

The group assignment is worth 25%, a detailed description of the project, as well as the marking criteria will be made available on the course website in Week 5. Peer evaluation procedure will be applied to this assignment.

**Final Examination**

A final examination worth 50% of the overall marks will be run during the examination period. The final examination will cover ALL TOPICS in this course. Further details of this exam will be provided in the lecture revision session.

The aim of the final examination is to enable you to demonstrate to the examiner that you have achieved all the learning outcomes for this course and that you have achieved a level of competency regarding strategic issues in use of social media to support business operations, communities and decision-making; models for implementing and leveraging social media; techniques for sentiment and text analytics; a firm’s social media strategy; and challenges associated with implementing social media, analytics and networking technologies and their impacts on organisations.

**4.4 Assignment Submission Procedure**

Information about the format and marking criteria for all assessable work is contained in the requirements for each assignment, which will be made available on the course website. Submission of assignments must be accompanied by a signed cover page. Digital signatures are not allowed. In group work, ALL group members are required to sign the submission document. Missing cover page or cover page without authentic signatures may result in a penalty of 50% of the maximum marks available for assignments.

Students are required to keep a copy for all assignments submitted and keep the marked assignments.
4.5 Late Submission

The late submission of assignments carries a penalty of 10% of the maximum marks for that assignment per day of lateness (including weekends and public holidays), unless an extension of time has been granted. An extension of time to complete an assignment may be granted by the course co-ordinator in case of misadventure or illness. Applications for an extension of time should be made to the course co-ordinator by email or in person. You will be required to substantiate your application with appropriate documentary evidence such as medical certificates, accident reports etc. Please note that work commitments and computer failures are grounds for an extension.

Quality Assurance

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

5 COURSE RESOURCES

The website for this course is on Moodle at:
http://moodle.telt.unsw.edu.au

6 COURSE EVALUATION AND DEVELOPMENT

Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. UNSW's Course and Teaching Evaluation and Improvement (CATEI) Process is one of the ways in which student evaluative feedback is gathered. In this course, we will seek your feedback through end of semester CATEI evaluations. Feedback from previous students indicated continual improvements. As a result of this feedback, we will seek to make these improvements on the course.
## 7 COURSE SCHEDULE

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>References</th>
<th>Other activities / assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Introduction to Social Media Landscape and Value</td>
<td>Lectures notes and Case studies</td>
<td>Refer to Moodle</td>
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<tr>
<td>29 February</td>
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<tr>
<td>Week 2</td>
<td>Social Media Strategy and Value</td>
<td>Lectures notes and Case studies</td>
<td>Refer to Moodle</td>
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<tr>
<td>7 March</td>
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<tr>
<td>Week 3</td>
<td>Enterprise Architecture and Social Media</td>
<td>Lectures notes and Case studies</td>
<td>Refer to Moodle</td>
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<tr>
<td>14 March</td>
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<tr>
<td>Week 4</td>
<td>Analytic Modelling in Social Networks</td>
<td>Lectures notes and Case studies</td>
<td>SAS lab</td>
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<td>21 March</td>
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<td></td>
<td><strong>Mid-semester break: Friday 25 March – Saturday 2 April inclusive</strong></td>
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<tr>
<td>Week 5</td>
<td>Modelling User Generated Content in Social Networks</td>
<td>Lectures notes and Case studies</td>
<td>SAS lab</td>
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<td>4 April</td>
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<tr>
<td>Week 6</td>
<td>Diffusion of Information in Social Networks</td>
<td>Lectures notes and Case studies</td>
<td>SAS lab</td>
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<td>11 April</td>
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<td>Week 7</td>
<td>Social Media Analytics Influence and networks</td>
<td>Lectures notes and Case studies</td>
<td>Refer to Moodle</td>
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<tr>
<td>18 April</td>
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<tr>
<td>Week 8</td>
<td>Social Media Analytics in Society and Revision</td>
<td>Lectures notes and Case studies</td>
<td>Refer to Moodle</td>
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<td>25 April</td>
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<tr>
<td>Week 9</td>
<td>Introduction to Sentiment Analysis and Text Mining</td>
<td>Hands-on notes</td>
<td>SAS lab</td>
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<tr>
<td>2 May</td>
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<tr>
<td>Week 10</td>
<td>Text Mining Continued</td>
<td>Hands-on notes</td>
<td>SAS lab</td>
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<td>9 May</td>
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<tr>
<td>Week 11</td>
<td>Social Media and Multi-National Corporations: Global Marketing</td>
<td>Lectures notes and Case studies</td>
<td>Refer to Moodle</td>
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<tr>
<td>16 May</td>
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<tr>
<td>Week 12</td>
<td>Social Media and Multi-National Corporations: Global Management</td>
<td>Lectures notes and Case studies</td>
<td>Refer to Moodle</td>
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<td>23 May</td>
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<tr>
<td>Week 13</td>
<td>Revision</td>
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<td>30 May</td>
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