

COURSE OUTLINE

1. GENERAL

SCHOOL	APPLIED SCIENCES		
DEPARTMENT	DIGITAL MEDIA AND COMMUNICATION		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	DMC 455	SEMESTER OF STUDY	
COURSE TITLE	SOCIAL NETWORKING TECHNOLOGIES		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures		2	
Practice - Workshops		1	
Lab exercises		2	
Total		5	5
COURSE UNIT TYPE	Compulsory, Special Course Infrastructure		
PREREQUISITES :	-		
LANGUAGE OF INSTRUCTION/EXAMS:	GREEK		
COURSE DELIVERED TO ERASMUS STUDENTS	Yes (in English)		
MODULE WEB PAGE (URL)	TBA		

2. LEARNING OUTCOMES

Learning Outcomes
<p>Online communication is significantly affected by developments in Web 2.0 . This course aims at providing a detailed coverage of the current Web 2.0 and social network technologies and the effects of these applications in all types of communications (i.e corporate, individual, political, educational communication etc)</p> <p>Upon successful completion of the course the students must be able to:</p> <ul style="list-style-type: none"> • Assess the importance of Web 2.0 tools and critically understand it's usage for communication campaigns. • Compare and evaluate web 2.0 tools for communication purposes • Support communication campaigns with the use of collaborative networks and social media by adopting proper tools for targeted messages, information dissemination, promotion and marketing. • Design and implement communication campaigns, using multiple Web 2.0 channels. • Produce new content by exploiting information from various web services (e.g google Maps, twitter, wikipedia etc) • Combine proper social network analysis tools in order to extract the characteristics of a social network (cohesion, influential members, central players). • Adapt to the rapid evolution of the participatory internet by designing (or redesigning)

communication campaigns using the latest state of art technologies.

General Skills

- Teamwork
- Critical thinking
- Working in interdisciplinary field
- Free, creative and inductive thought
- Search, Analysis and Synthesis of data and information with the use of necessary technologies.

3. COURSE CONTENTS

- Milestones in web evolution. From web 1.0 to web 2.0.
- Web logs and their use in information dissemination, in political and corporate communication and in journalism.
- Video and image sharing applications (e.g vimeo, youtube, flickr, pinterest) and their use in communication campaigns.
- Social network platforms and their characteristics (Twitter, facebook, Linked in etc). Applications in various fields of communication (e.g marketing, education) .
- Wikis and collaborative content production. The use of wikis in various fields of communication (e.g corporate communication, education)
- RSS Technologies and their use by communication professionals
- Web 2.0 services and applications that exploit these services for communication purposes (google maps, wikipedia etc)
- Collaborative navigation tools.
- Personalization applications and recommendation.
- Tools for social network analysis

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-Class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Students work with web 2.0 applications, social networking sites and specialized software tools for social network analysis and for creating content for campaigns. Support of the learning process through the e-class platform.	
TEACHING METHODS	Method description	Semester Workload
	Lectures	26
	Lab Exercises	26
	Practice - Workshops	13
	Project Work (non-compulsory)	24
	Personal Study	36
	Total Work Load for student with project work	125

	Lectures	26
	Lab Exercises	26
	Practice - Workshops	13
	Personal Study	60
	Total Work Load for student with project work	125
ASSESSMENT METHODS	End of Semester Formal Examination (60-35%) - Short answer questions - Essay questions - Questions of solving communication problems. II. Presentation of Group/Individual Projects (0-25%) iii. Lab examination 40 %	

5. RESOURCES

- Recommended Book Resources:

- Sponder Marshall (2012), Social media analytics: effective tools for building, interpreting, and using metrics, McGraw-Hill, NY.
- Scott, David Meerman (2010), The new rules of marketing and PR : how to use social media, blogs, news releases, online video, & viral marketing to reach buyers directly, John Wiley & Sons, Hoboken, N.J.
- Tim O' Reilly (2009) What is Web 2.0, O' Reilly Media
- Paschopoulos A. (2009) New Media, Are You In?; Kleidarithmos Publications, (in Greek).

-Recommended Articles/papers

- Kaplan, A.M., Haenlein, M. (2010). Users of the world, unite!. The challenges and opportunities of Social Media, Business Horizons, Vol 53 (1), pp. 59-68.
- Andriole, S.J. (2010) Business impact of Web 2.0 Technologies, Communications of the ACM, Vol. 53 (12), pp. 67-79.
- Jan H. Kietzmann, Kristopher Hermkens, Ian P. McCarthy, Bruno S. Silvestre (2011), Social media? Get serious! Understanding the functional building blocks of social media, Business Horizons, Volume 54 (3), pp. 241-251.
- Mervi Vuori, (2012) "Exploring uses of social media in a global corporation", Journal of Systems and Information Technology, Vol. 14 Iss: 2, pp.155 – 170
- Terence J. V. Saldanha, M. S. Krishnan (2012) Organizational Adoption of Web 2.0 Technologies: An Empirical Analysis, Journal of Organizational Computing and Electronic Commerce, Vol. 22(4), pp. 301-333.
- James Davidson, Benjamin Liebold, Junning Liu, Palash Nandy, Taylor Van Vleet, Ullas Gargi, Sujoy Gupta, Yu He, Mike Lambert, Blake Livingston, and Dasarathi Sampath (2010). The YouTube video recommendation system. In *Proceedings of the fourth ACM conference on Recommender systems (RecSys '10)*. ACM, New York, NY, USA, 293-296.
- Jansen, B. J.; Zhang, M.; Sobel, K.; and Chowdury, A. (2009). Twitter power: Tweets as electronic word of mouth. Journal of the American Society for Information Science and

Technology, 60: 1-20.

- Eytan Bakshy, Jake M. Hofman, Winter A. Mason, and Duncan J. Watts. (2011). Everyone's an influencer: quantifying influence on twitter. In *Proceedings of the fourth ACM international conference on Web search and data mining (WSDM '11)*. ACM, New York, NY, USA, 65-74.
- W. Glynn Mangold, David J. Faulds, (2009) Social media: The new hybrid element of the promotion mix, *Business Horizons*, Volume 52, Issue 4, pp. 357-365
- Chenyan Xu, Sherry Ryan, Victor Prybutok, Chao Wen, (2012). It is not for fun: An examination of social network site usage, *Information & Management*, Volume 49, Issue 5, pp. 210-217.
- Constantinides P. (2012) The development and consequences of new information infrastructures: the case of mashup platforms *Media, Culture & Society*, Vol. 34: 606-622
- Larson, K., Watson, R. T. (2011) The value of social media: toward Measuring Social Media strategies, *Thirty Second International Conference on Information Systems*, Shanghai 2011, pp 1-18.
- Asur, S. (2010), Predicting the Future with Social Media, *IEEE Int. Conf. Web Intelligence and Intelligent Agent Technology*, Toronto, Aug 31 – Sep 3, pp. 492-497.
- Shirky, C. (2011) Political Power of Social Media – Technology, the Public Sphere and Political Change, *Foreign Affairs*, 90.1:28. Academic OneFile.
- Culnan, M. J., Mchugh, P. J., and Zubillaga, J. I. (2010). —How Large U.S. Companies Can Use Twitter and Other Social Media to Gain Business Value, *MIS Quarterly Executive* (9:4), pp. 243-260
- Cammaerts, Bart (2008) Critiques on the participatory potentials of Web 2.0. *Communication, culture & critique*, 1 (4). pp. 358-377
- Song, F.W. (2010) Theorizing Web 2.0: A cultural perspective, Vol. 13(2), *Information, Communication and Society*, pp. 249-275.
- Bernd W. Wirtz, Oliver Schilke, Sebastian Ullrich (2010), Strategic Development of Business Models: Implications of the Web 2.0 for Creating Value on the Internet, *Long Range Planning*, Volume 43, Issues 2–3, pp. 273-290.