TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

VICTORIA
UNIVERSITY OF WELLINGTON

School of Information Management

INFO381 – Special Topic: Internet and Social Media

Trimester Three 2012

COURSE OUTLINE

Names and Contact Details

Course Coordinator:	Name:	Professor Nicholas Romano
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Tutor(s):	Name:	Balsam Al-Dabbagh
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Office hours:		TBA and By appointment

Trimester Dates
Teaching Period: Monday 19 November – Friday 21 December
First Lecture **Tuesday 20th November, 12:00pm** GB LT2
Examination Period: There is no exam for INFO 381 T3 2012

Class Times and Room Number:
Lectures: GB LT2, Tuesday and Thursday 12:00 – 1:30pm

The following are booked; we can change if needed.

Tutorials:	Tuesday 1:40 – 2:30pm GB G04
	Tuesday 1:40 – 2:30pm TBA
	Tuesday 2:40 – 3:30pm TBA
	Tuesday 2:40 – 3:30pm TBA
	Thursday 1:40 – 2:30pm GB G04
	Thursday 1:40 – 2:30pm TBA
	Thursday 2:40 – 3:30pm TBA
	Thursday 2:40 – 3:30pm TBA

Note: Additional location options for tutorials will be offered; and possibly additional time options.

Course Content

W	Date	Class	Topic	Comments
1	Tue 20/11	L1	Course details and arrangements Introduction to Web 2.0 (Social Media) Tutorial arrangements	
	Tue 20/11	T1		Tutorial Brief Due by 6:00 PM (if attended)
	Thurs 22/11	L2	Social Media Trends in NZ and APAC Group Presentation arrangements	
	Thurs 22/11	T2		Tutorial Brief Due by 6:00 PM (if attended)
2	Tue 27/11	L3	Social Media Business Value	
	Tue 27/11	T3		Tutorial Brief Due by 6:00 PM (if attended)
	Thurs 29/11	L4	Social Media Strategy	Group Presentations 1 and 2
	Thurs 29/11	T4		Tutorial Brief Due by 6:00 PM (if attended)
3	Tue 4/12	L5	Social Media in Government and Politics **Guest Speaker Jerod Gulian** Principal Advisor, Digital Engagement Government Information Services The Department of Internal Affairs - Te Tari Taiwhenua	Group Presentations 3 and 4
	Tue 4/12	T5		Tutorial Brief Due by 6:00 PM (if attended)
	Thurs 6/12	L6	Social Media Technical Infrastructure	**Assignment 1 Essay Due**
	Thurs 6/12	T6		Tutorial Brief Due by 6:00 PM (if attended)
4	Tue 11/12	L7	Social Media in Education	Group Presentations 5 and 6
	Tue 11/12	T7		Tutorial Brief Due by 6:00 PM (if attended)
	Thurs 13/12	L8	Social Media Personalization, Privacy and Security	**Assignment 2 Business Case Due**
	Thurs 13/12	T8		Tutorial Brief Due by 6:00 PM (if attended)
5	Tue 18/12	L9	Social Media Aggregation and Current Issues	Group Presentations 7 and 8
	Tue 18/12	T9		Tutorial Brief Due by 6:00 PM (if attended)
	Thurs 20/12	L10	Legal, Ethical and Societal impacts	Group Presentations 9 and 10
	Thurs 20/12	T10		Tutorial Brief Due by 6:00 PM (if attended)

Note: Tutorial details, Readings and Specifics will be available on blackboard.

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

By the end of INFO381, students should be able to:	Learning goals
1 Discuss the role of social media in business and government	LG1
2 Analyse the technical infrastructure that supports internet social media	LG1
3 Outline the legal, ethical and societal impacts of social media on the Internet.	LG3

Course Delivery

- The course is delivered via lectures and tutorials – both are equally important to your learning. The assigned readings and your personal learning effort is also a vital part of the course and should not be ignored either. There may be quizzes or activities in class that you will need to have done the reading to participate in. Materials posted on Blackboard are designed to supplement classes; you cannot count on Blackboard for a complete view of what is going on in the course.

Lectures:

- Face to face lectures are the primary delivery medium for introducing and framing the topics in this course.
- Topics that arise from in class discussion are also an important part of the course. The Social Media scene in New Zealand and internationally is evolving rapidly, items sourced from current news may form part of our class discussion.
- There is a direct link between attendance in class and overall success in the course.
- Guest lectures and videos may be used to supplement the topics covered and are part of the assessable material of the course. *Note. Guests may make their materials available, but you shouldn't count on it.*
- Please take your own notes. My slides are useful for me to keep track of the flow of the course material and can act as part of your notes. However, they should not be thought of as a replacement for your own personal learning strategy.

Lectures will complement the readings but will NOT necessarily cover exactly the same material. The lecture sessions will offer a range of experiences including some or all of: discussions, case studies, web examples, guest speakers, critiques and alternative viewpoints on the topics. Lecture material will not necessarily be published in Blackboard and all lecture slides will not necessarily be available. All lecture material is assessable through the assignments.

Tutorials:

- Tutorials for INFO381 have two important functions:
    1. To provide a supplemental discussion forum for some aspects covered in lectures.
    2. As a way of preparing for and discussing the assignment topics. Specific support for the assignments will be covered in tutorials and an opportunity for feedback on your essay plan will be provided.

Tutorials will consist of discussions of the readings, individual and group activities and group presentations. Your tutor is there to help organise the tutorial sessions, and to facilitate both the full tutorial group and smaller groups to work proactively and independently on the tutorial exercises. All tutorial material is assessable including group presentations.

Expected Workload

In Trimester 3, there are 5 weeks of lectures and tutorials, so this is an entire course compressed into 5 weeks. It will require continued effort to keep up with the workload.

The workload expectation in Trimester 3 is about 14 hours per week, comprising:
- 3 hrs. Attending Class (1.5hrs. x 2 Lectures)
- 50 mins. attending tutorials (50 minutes x 1 or 2 Tutorials) (6 out of 10)
- 4 Hours background reading and pre-class preparation
- 6 hours Assignments

This is an **average** workload—actual workload will vary both with individuals and from week to week during the trimester. To complete 6 tutorials students will have to attend 2 tutorials in some weeks.

Readings
- Readings and links will be posted on Blackboard.
- Students are also expected to follow the news media for materials and announcements related to Social Media developments and bring them to class for discussion.

Materials and Equipment
Students are *encouraged* to bring a laptop or IPad to tutorials to be able to access the Internet and other software (i.e Word, PowerPoint, etc.) to participate in the exercises.

Assessment Requirements

Assessment item	Due Date/ Description	Objective Tested	Percentage of Final mark
1. Essay (2400 words)	Thurs 6/12 2012 by start of class See marking Rubric at end of outline	All	20%
2. Business Case (1600 words)	Thurs 13/12 2012 by start of class See marking Rubric at end of outline	All	20%
3. Group Presentation	Will Vary by week for groups. 10 minute presentation with PowerPoint slides on the topic for the week.	All	18%
4: Tutorial Briefs	Prepare one page Tutorial Briefs for each of 6 (5% ea.) tutorials attended. Due by 6:00 pm the day of the Tutorial attended	All	30%
5. Tutorial participation	Attend and participate in 6 (2% ea.) of 10 tutorials.	All	12%

Examination
There is no examination for INFO 381 T3 2012

Penalties
- Late submissions of work without a prior extension arrangement will be accepted for up to two days after the due date and can only achieve a maximum of 50% of the available marks. After two days late assignments will not be accepted.

- Conflicting workload is not a reason for giving extensions, the assignment topics are given out early and there is plenty of opportunity to get started.
- Work that exceeds the word limits (a tolerance of 10% is acceptable) will only be assessed up to the word limit and extra material will be ignored.

Mandatory Course Requirements

To pass the course you must <u>achieve an overall score of more than 50% across the course</u> after the application of any relevant weighting factors to none, some, or all assessment items and you must to <u>attend at least six out of the ten available tutorials</u>.

Class Representative

A class representative will be elected in the first class, and that person's name and contact details made available to VUWSA, the Course Coordinator and the class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

Communication of Additional Information

Additional information or information on changes will be conveyed to students via lectures and/or via Blackboard/Email as the primary communications channel. Please attend lecture and check Blackboard regularly. Blackboard will also contain additional reading materials and links to online resources.

Additionally, administration items are flagged at the beginning of lectures – attendance in class is your best means of knowing what is happening in the course.

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. Turnitin will retain a copy of submitted materials 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.

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.

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 Thursday 13 Dec 2012. After this date, students forced to withdraw by circumstances beyond their control must apply

for permission on an '*Application for Associate Dean's Permission to Withdraw Late'* <u>including supporting documentation.</u> The application form is available from either of the Faculty's Student Customer Service Desks.

MARKING RUBRIC for essay assignment.

<u>Academic Essay.</u>
Describe and discuss the state of Social Media in Business in New Zealand. This essay will examine the background, the current plans and activities and the possible outcomes.
It will need to:
- Discuss New Zealand's Social Media Policy and contrast it to Australia's.
- Describe and discuss the technical and social challenges and barriers for deploying Social Media for businesses in New Zealand.
- Discuss the social and economic benefits and potential impacts of Social Media to New Zealand Businesses and Consumers.

2000 words (<u>max</u>, this is not a target), properly APA referenced (20%)

	A	B	C	D
Discussion of New Zealand's Social Media Policy.	Clearly articulated	Some coverage but lacks depth	Minimal description	Not mentioned
Contrasting with Australia.	Excellent discussion	Good discussion	Some understanding	No real understanding
Reflective evaluation of Social Media policy.	Shows true insight	Some understanding	Minimal appreciation shown	None
Discussion of Technical and Social Challenges.	Excellent discussion	Good discussion	Some understanding	No real understanding
Breadth of reading and refs.	Comprehensive	Adequate	Few	Minimal
Understanding of economic and social consequences Social Media.	Shows clear understanding	Some appreciation	Surface use only	Doesn't
Originality	Shows independent thought	some new ideas	derivative	copied
Argument	Logical Flow	Understandable	Hit and miss	Confused
Depth of investigation of topic	Excellent	Good	OK	Poor
Focus	All content to the point & relevant	a little extraneous material	noticeable irrelevant material	Didn't answer the question
Presentation	Excellent	Good	OK	Poor
APA citation	Exact	Minor Inconsistencies	Incorrect formatting	Not used
Essay Format	Structured	Bit wandering	confused	Messy
Word Count	As required		outside the specification	much too short or too long

	What was delivered:	
A	A quality of learning and understanding that is the best that could reasonably be expected in this course.	Shows insight, has reflected on their personal learning strategies, understands the implications of using a particular philosophy, and has critically evaluated their learning. Has presented their personal approach to their topic.
B	Highly satisfactory but lacks the flair that distinguishes A	Has described the technology and processes, how they are used, has shown some understanding of the economic and social issues and their justification, but not to the level for an A.
C	Quite satisfactory but not of the same standard as a B.	Has made good attempt at the assignment, but has not demonstrated real insight about the consequences or problems of the Social Media for businesses in new Zealand. Justification may not be explicitly shown.
D	Minimally Acceptable. At the lower end of what is acceptable from a 3rd year student.	May have described some technologies but not shown that they know how to apply them. Little or no reflection on how knowledge of Social Media might affect their approach to their understanding of the topic.
F	Less than acceptable.	Below the standard expected from a 300 level student.

MARKING RUBRIC for business case assignment.

This is to be a High Level Social Media Business Case to be presented at the board of directors level.

Examine the case scenario provided in class and prepare a business case that covers:

- Describe the key technical and process issues in language suitable for an intelligent but non-technically trained audience.
- Discuss the key business benefits.
- Describe the stakeholders in the scenario and discuss their roles.
- Prepare a benefit-realisation description that addresses, time required to realise benefits, return on investment and non-tangible evaluation of benefits.
- Make and justify a recommendation to proceed (or not).

1600 words (20%)

	A	B	C	D
Discussion of key technical and Process issues	Clearly articulated in correct language	Described, but not targeted correctly	Minimal description	Not mentioned
Convincing depth of business analysis	Insightful	Adequate	Minimal coverage of key issues	Unconvincing
Business benefits discussed	Multiple	Two	One	None
Relevance of benefits to case.	Comprehensive	Adequate	Few	Minimal
Understanding of Benefit realisation	Shows clear understanding	Some appreciation	Surface use only	Doesn't
Actively engaged with	Excellent use	Good discussion	Some understanding	No real understanding

Use of stakeholder analysis	Shows clear understanding	Some appreciation	Surface use only	Doesn't
Originality	Shows independent thought	some new ideas	derivative	copied
Convincing business case	Logical Flow	Understandable	Hit and miss	Confused
Professionalism and presentation	Excellent – of board paper quality.	Good management paper.	OK – would need fixing.	Poor
Focus	All content to the point & relevant	a little extraneous material	noticeable irrelevant material	Didn't address the case
Word Count	As required		outside the specification	much too short or too long

	What was delivered:	
A	A quality of learning and understanding that is the best that could reasonably be expected in this course.	Shows insight, has reflected on the case, understands the implications of using a particular technology, has critically evaluated the case using acceptable analysis strategies. Has developed a convincing approach to the topic.
B	Highly satisfactory but lacks the flair that distinguishes A	Has described the technologies, illustrated their use, has shown some understanding of the business issues and their justification, but not to the level for an A.
C	Quite satisfactory but not of the same standard as a B.	Has made good attempt at the assignment, but has not demonstrated real insight of the consequences or problems of using a particular philosophy. Justification not convincing to management.
D	Minimally Acceptable. at the lower end of what is acceptable from a Masters student.	May have described some technologies but not shown that they know how they link to a business case. Little or no reflection on how understanding issues and analysing them might affect the business case.
F	Less than acceptable.	Below the standard expected from a 300 level student.