Tamkang University Academic Year 110, 1st Semester Course Syllabus

Course Title	MOBILE SOCIAL NETWORKING AND MEDIA		Instructor	CHENG, CHE-PIN
Course Class	TLMXM1A MASTER'S PROGRAM, DEPARTMENT OF INFORMATION MANAGEMENT, 1A		Details	◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG4 Quality education			

Departmental Aim of Education

Devoting to the integration and research of information technology and business management knowledge, and cultivating, for the society, middle and higher level managers with both information capabilities and modern management skills.

Subject Departmental core competences

A. Use of modern management knowledge.(ratio:15.00)

B. Logical thinking.(ratio:15.00)

C. Critical analysis.(ratio:15.00)

D. Integration of information technology and business management.(ratio:10.00)

E. Research and innovation.(ratio:15.00)

F. Theory and applications of data analysis.(ratio:10.00)

G. Information and communication security management.(ratio:10.00)

H. Verbal and Writing Communication skills.(ratio:10.00)

Subject Schoolwide essential virtues

1. A global perspective. (ratio:15.00)

2. Information literacy. (ratio:10.00)

3. A vision for the future. (ratio:10.00)

4. Moral integrity. (ratio:15.00)

5. Independent thinking. (ratio:15.00)

6. A cheerful attitude and healthy lifestyle. (ratio:10.00)

7. A spirit of teamwork and dedication. (ratio:15.00)

8. A sense of aesthetic appreciation. (ratio:10.00)

	Course Introduction	This course is designed for graduate students to learn mobile social networking and social media knowledge, including Web 2.0 and social media, social media as participatory culture, communication power, power and political economy of social media, search engine, facebook influence, youtube influence, communication software influence, etc. The goals of the course are to improve students' ability to use online and social media to obtain problem-solving skills and independent thinking.

The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.

II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.

III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	To learn mobile social networking and social media knowledge.	Cognitive
2	To learn social media as participatory culture.	Cognitive
3	To learn communication power, power and political economy of social media.	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDEFGH	12345678	Lecture, Discussion	Study Assignments, Discussion(including classroom and online)
2	ABCDEFGH	12345678	Lecture, Discussion	Discussion(including classroom and online), Report(including oral and written)
3	ABCDEFGH	12345678	Lecture, Discussion	Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note

1	110/09/22~ 110/09/28	Course Introduction	
2	110/09/29~ 110/10/05	Introduction social media	
3	110/10/06~ 110/10/12	Web 2.0 and social media	
4	110/10/13~ 110/10/19	Social media as participatory culture	
5	110/10/20~ 110/10/26	Social media and communication power	
6	110/10/27~ 110/11/02	The power and political economy of social media	
7	110/11/03~ 110/11/09	Google: Good or evil search engine	
8	110/11/10~ 110/11/16	Facebook: A surveillance threat to privacy?	
9	110/11/17~ 110/11/23	Communication software influence	
10	110/11/24~ 110/11/30	WikiLeaks: Can we make power transparent?	
11	110/12/01~ 110/12/07	The research report	
12	110/12/08~ 110/12/14	The research report	
13	110/12/15~ 110/12/21	The research report	
14	110/12/22~ 110/12/28	The research report	
15	110/12/29~ 111/01/04	The research report	
16	111/01/05~ 111/01/11	The research report	
17	111/01/12~ 111/01/18	The research report	
18	111/01/19~ 111/01/25		

Requirement	
Teaching Facility	Computer, Projector
Textbooks and Teaching Materials	Social Media: A Critical Introduction by Christian Fuchs
References	

Number of Assignment(s)	**1** (Filled in by assignment instructor only)
Grading Policy	◆ Attendance： 40.0 ％ ◆ Mark of Usual： ％ ◆ Midterm Exam： ％ ◆ Final Exam： 60.0 ％ ◆ Other〈 〉： ％
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php . ※ **Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.**