

**CS 57.11 Course Outline as of Fall 2015****CATALOG INFORMATION**

Dept and Nbr: CS 57.11 Title: INTRO SOCIAL MEDIA

Full Title: Introduction to Social Media

Last Reviewed: 2/28/2022

| Units   |      | Course Hours per Week |      | Nbr of Weeks | Course Hours Total |       |
|---------|------|-----------------------|------|--------------|--------------------|-------|
| Maximum | 3.00 | Lecture Scheduled     | 3.00 | 17.5         | Lecture Scheduled  | 52.50 |
| Minimum | 3.00 | Lab Scheduled         | 0    | 6            | Lab Scheduled      | 0     |
|         |      | Contact DHR           | 0    |              | Contact DHR        | 0     |
|         |      | Contact Total         | 3.00 |              | Contact Total      | 52.50 |
|         |      | Non-contact DHR       | 0    |              | Non-contact DHR    | 0     |

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

**Catalog Description:**

Social Media enables individuals to create, collaborate, and share information with others. Students will explore the possibilities and limitations of social media and will have hands-on experience with several forms of social media technology, such as Facebook, Twitter, blogs, and wikis. Those who complete this course will know how to use social media productively and have a framework for understanding and evaluating new tools and platforms.

**Prerequisites/Corequisites:****Recommended Preparation:**

Eligibility for ENGL 100 or ESL 100

**Limits on Enrollment:****Schedule of Classes Information:**

Description: Social Media enables individuals to create, collaborate, and share information with others. Students will explore the possibilities and limitations of social media and will have hands-on experience with several forms of social media technology, such as Facebook, Twitter, blogs, and wikis. Those who complete this course will know how to use social media

productively and have a framework for understanding and evaluating new tools and platforms.  
(Grade or P/NP)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Transfer Credit: CSU;

Repeatability: Two Repeats if Grade was D, F, NC, or NP

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

|                   |                      |            |           |
|-------------------|----------------------|------------|-----------|
| <b>AS Degree:</b> | <b>Area</b>          | Effective: | Inactive: |
| <b>CSU GE:</b>    | <b>Transfer Area</b> | Effective: | Inactive: |
|                   | D Social Science     | Fall 2019  |           |

|               |                      |            |           |
|---------------|----------------------|------------|-----------|
| <b>IGETC:</b> | <b>Transfer Area</b> | Effective: | Inactive: |
|---------------|----------------------|------------|-----------|

|                      |              |            |             |           |
|----------------------|--------------|------------|-------------|-----------|
| <b>CSU Transfer:</b> | Transferable | Effective: | Spring 2013 | Inactive: |
|----------------------|--------------|------------|-------------|-----------|

|                     |            |           |
|---------------------|------------|-----------|
| <b>UC Transfer:</b> | Effective: | Inactive: |
|---------------------|------------|-----------|

**CID:**

**Certificate/Major Applicable:**

Both Certificate and Major Applicable

## **COURSE CONTENT**

### **Outcomes and Objectives:**

Upon completion of the course, students will be able to:

1. Define the purpose and features of different types of social media.
2. Differentiate between different kinds of blogs: blogs, microblogs, videoblogs.
3. Compare features of common blog-hosting services.
4. Create and maintain a blog on a common hosting service.
5. Properly utilize keyword and categories in order to improve the ability of others to find their social media content.
6. Analyze the security and privacy features of social media sites.
7. Create a wiki in order to collaborate with others on a project.
8. Evaluate the usage of crowdsourcing in order to create community involvement in problem solving.
9. Analyze trends of usage of social media sites.

### **Topics and Scope:**

1. Social Media vs. Traditional Media
  - a. Definition and history of social media
  - b. Pros and cons of each
2. Social Media Literacy
  - a. Terminology
  - b. Different types of social media
3. Law and Ethics
  - a. Copyright

- b. Privacy and security
- c. Social media etiquette
- 4. Uses for Social Media
  - a. Sharing information
  - b. Promotion of people, products, and services
  - c. Branding and marketing - creating a personal brand/identity
  - d. Collaboration
  - e. Crowdsourcing
- 5. Practical Applications
  - a. Blogging
  - b. Microblogging
  - c. Really Simple Syndication (RSS) feeds and readers
  - d. Social and professional networks
  - e. Wikis
  - f. Photo and video sharing
  - g. Crowdsourcing
- 6. Analysis
  - a. Trends
  - b. Traffic
  - c. Effectiveness

### Assignment:

1. 20-40 pages of textbook reading per week.
2. Two-page written proposal for creation of a personal or professional blog.
3. Three to five objective tests and final exam.
4. 1-2 website projects.
5. Critique and review of social media websites.

### Methods of Evaluation/Basis of Grade:

**Writing:** Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

|   |
|---|
| Critiques and reviews, written proposal |
|---|

|                     |
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| Writing<br>15 - 40% |
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**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

|                  |
|------------------|
| Website projects |
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|                             |
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| Problem solving<br>30 - 45% |
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**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

|      |
|------|
| None |
|------|

|                                |
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| Skill Demonstrations<br>0 - 0% |
|--------------------------------|

**Exams:** All forms of formal testing, other than skill performance exams.

Exams to include multiple choice, matching items, completion, short answer

Exams  
10 - 30%

**Other:** Includes any assessment tools that do not logically fit into the above categories.

Attendance and participation

Other Category  
0 - 10%

**Representative Textbooks and Materials:**

The Social Media Survival Guide. Hay, Deltina. Quill Driver Books: 2011. Classic Text