



## LIS5385: Social Computing and Collaboration Technologies

TERM | DAY/TIME | LOCATION

MODE OF INSTRUCTION: ONLINE

*Students all meet with instructor for class weekly, synchronously, using a multi-media conferencing system such as Collaborate, at a specific class time indicated in the University's course schedule for each semester. Additional asynchronous interactions among students and with instructor will be required, as indicated below in course evaluation and assessments, to complete the course.*

**Instructor:**

**Email:**

**Office:**

**Phone:**

**Course Location/Website:**

**Office Hours (in office, online or via phone):**

### COURSE DESCRIPTION:

This course explores the tools, techniques, and challenges of implementing and managing social and collaboration technologies within and beyond the workplace. Students participating in this class will engage with the sociotechnical and historical context for the information communication technologies (ICTs) used by organizations to facilitate communication and collaboration within the workplace, to extend their mission beyond the workplace, and to engage with external audiences using social media. Students will actively design solutions to social computing challenges that build on a foundation in ICT skills and knowledge, while allowing students to gain valuable leadership, communication, and organizational skills. They will also explore issues and concerns that may influence the individual and organizational adoption of social computing and collaboration tools.

### COURSE OBJECTIVES:

At the end of the course, the student will be able to:

- Discuss the sociotechnical and historical context of social media and collaboration technologies and the concept of social computing;
- Demonstrate knowledge of industry-standard social and collaborative ICT platforms;

- Design and build public-facing social media infrastructure that meets a strategic organizational goal;
- Design and implement a workplace-based social collaboration platform that meets a strategic organizational goal;
- Examine issues and concerns that influence the adoption, success, and future of social computing and collaboration tools.

## COURSE MATERIALS:

We will use Web-based resources, and handouts distributed in class and electronically. You are responsible for obtaining materials distributed in class if you are unable to attend. Readings should be completed in the week they are assigned.

### *Sample course materials*

- *Introduction to Twitter:* <https://support.twitter.com/articles/215585#>
- *Leverage Bimodal IT Methods to Advance UCC :*  
<https://www.gartner.com/doc/2976225/leverage-bimodal-it-methods-advance>
- *How to Design Infographics:* <https://designschool.canva.com/how-to-design-infographics>

## COURSE CONTENT:

The landscape of social computing is fast-evolving. Therefore, the following outline is a guide for the course and is subject to change with advanced notice. Consult the current semester's schedule for details.

**Introduction to Social Computing and Collaboration.** Students explore the sociotechnical history of the various forms of social computing.

Week 1: Introduction to Social Computing and Collaboration Technology.

**The Social Media Ecosystem.** Students explore the history, design, and affordances of the broad range of externally-facing social media platforms.

Week 2: Sociotechnical History of Mainstream Social Media.

Week 3: Secondary, Niche, and Innovative Social Media Apps and Platforms.

Week 4: Implementing a Strategic Social Media Launch Strategy.

Week 5: Social Media Project Public Review & Presentation.

**Social Analytics.** Students are introduced to the concept of analytics, the Social Graph, and native platform tools for social analytics, and conduct a social media influencer analysis.

Week 6: Native Platform Analytics for Mainstream Social Media.

Week 7: Social Networks and the Social Graph.

Week 8: Social Media Analytics Analysis Report.

**Collaboration Tools.** Students explore the sociotechnical history of document-based and social collaboration technologies, and implement a collaboration platform. Implementation includes strategic design, user policy, and technical implementation.

Week 9: The Birth, Death, and Re-birth of Email.

Week 10: Document-Based Collaboration Platforms.

Week 11: Workplace-based Social Collaboration Platforms.

Week 12: Social Computing Implementation Workshop.

Week 13: Crowdsourcing and Open Source Software.

Week 14: Social Media Project Public Review & Presentation.

**Emerging concepts.** Student examine recent and emerging trends in Social Computing and Collaboration Technologies, and analyze the impact on the future of their profession.

Week 15: Student Social Computing Prediction Reports.

## GRADE CALCULATION:

<b>Gartner Industry Research Reports (2)</b>	<b>20</b>
Prepare two research reports about the impact of social media (1) and collaboration technology (2) on an industry of your choosing.	
<b>Social Media Project Design and Launch Package</b>	<b>20</b>
Design a launch-ready strategic social media campaign.	
<b>Social Media Project Public Review &amp; Presentation</b>	<b>10</b>
Post social media launch materials to a public forum and present project summary to class.	
<b>Social Media Analytics Report</b>	<b>10</b>
Present to class the design and results of a social media analytics analysis.	
<b>Collaboration Technology Design and Implementation</b>	<b>20</b>
Design and implement a collaboration technology platform.	
<b>Collaboration Technology Public Review and Presentation</b>	<b>10</b>
Post collaboration technology materials to a public forum and present project summary to class.	
<b>Emerging Concepts and Predictions Report</b>	<b>10</b>
Present to class a predictive vision of the impact of an emerging social or collaborative technology on an industry of your choosing.	
<b>Total</b>	<b>100</b>

## GRADING SCALE:

The course will use the following grading scale:

A	93 - 100	B-	80 – 82	D+	67 – 69
A-	90 – 92	C+	77 – 79	D	63 – 66
B+	87 – 89	C	73 – 76	D-	60 – 62
B	83 – 86	C-	70 – 72	F	0 – 59

## **UNIVERSITY POLICIES:**

### **University Attendance Policy:**

Excused absences include documented illness, deaths in the family and other documented crises, call to active military duty or jury duty, religious holy days, and official University activities. These absences will be accommodated in a way that does not arbitrarily penalize students who have a valid excuse. Consideration will also be given to students whose dependent children experience serious illness.

### **Academic Honor Policy:**

The Florida State University Academic Honor Policy outlines the University's expectations for the integrity of students' academic work, the procedures for resolving alleged violations of those expectations, and the rights and responsibilities of students and faculty members throughout the process. Students are responsible for reading the Academic Honor Policy and for living up to their pledge to "...be honest and truthful and...[to] strive for personal and institutional integrity at Florida State University."<sup>¶</sup> (Florida State University Academic Honor Policy, found at <http://fda.fsu.edu/academic-resources/academic-integrity-and-grievances/academic-honor-policy.>)

### **Plagiarism**

**Plagiarism** of any type, including material from Internet sources, will not be tolerated. Cases of academic dishonesty such as plagiarism and cheating will be investigated & pursued vigorously according to departmental and (if needed) university procedures. Before submitting any work for this class, please read the "Academic Honor System" in its entirety (see link above) and ask me to clarify any of its expectations that you do not understand.

### **Americans With Disabilities Act:**

Students with disabilities needing academic accommodation should:

- (1) register with and provide documentation to the Student Disability Resource Center; and
- (2) bring a letter to the instructor indicating the need for accommodation and what type.

Please note that instructors are not allowed to provide classroom accommodation to a student until appropriate verification from the Student Disability Resource Center has been provided.

This syllabus and other class materials are available in alternative format upon request.

For more information about services available to FSU students with disabilities, contact the:

Student Disability Resource Center

874 Traditions Way

108 Student Services Building

Florida State University

Tallahassee, FL 32306-4167

(850) 644-9566 (voice)

(850) 644-8504 (TDD)

[sdrc@admin.fsu.edu](mailto:sdrc@admin.fsu.edu)

<http://www.disabilitycenter.fsu.edu/>

### **Syllabus Change Policy**

Except for changes that substantially affect implementation of the evaluation (grading) statement, this syllabus is a guide for the course and is subject to change with advanced notice.

## **SCHOOL OR DISCIPLINARY POLICIES:**

### **Copyright Statement**

Some of the materials in this course are possibly copyrighted. They are intended for use only by students registered and enrolled in this course and only for instructional activities associated with, and for the duration of, the course. They may not be retained in another medium or disseminated further. They are provided in compliance with the provisions of the *Technology, Education, And Copyright Harmonization* (TEACH) Act (refer to the 3/7/2001 TEACH Act at [www.copyright.gov/legislation/archive/](http://www.copyright.gov/legislation/archive/)).

### **Sexual Harassment Policy**

It is the policy of the University that its employees and students neither commit nor condone sexual harassment in any form.

[http://registrar.fsu.edu/bulletin/graduate/information/university\\_notices/](http://registrar.fsu.edu/bulletin/graduate/information/university_notices/)

### **iSchool Hardware and Software Requirements**

A list of all hardware and software requirements for students participating in the School of Information (iSchool) courses can be found at the following location:

<http://ischool.cci.fsu.edu/academics/online/requirements/>

### **Student Eligibility for an Incomplete Grade**

Incomplete ("I") grades will not be assigned, except in the case of exceptional unforeseen

circumstances that occur within the last three weeks of the semester and your work has otherwise been satisfactory (C average).