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Current Course Outline Editor

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Computers, Technology & Information Systems

COIN 83 SOCIAL COMPUTING IN A GLOBAL CONTEXT

[Edit Course Outline](#)**COIN 83 SOCIAL COMPUTING IN A GLOBAL CONTEXT****Summer 2010****Three hours lecture, two hours lecture-laboratory, three hours laboratory.****5 Units****Total Quarter Learning Hours: 96** (Total of All Lecture, Lecture/Lab, Lab, TBA and Homework hours X 12)

Lecture Hours: 3	Lab Hours: 3	Lecture/Lab: 2	TBA Hours:	Homework Hours:
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Note: If Lab hours are specified, the *item 10. Lab Content* field must be completed.

Repeatability -

Statement: May be taken three times for credit.**Criteria:** Each time the course is repeated, the skills are expanded from the previous course.

Status -

Course Status: Active**Grading:**

Letter Grade with P/NP option

Degree Status: Applicable**Credit Status:**

Credit

GE Status: Non-GE

Articulation Office Information -

C.I.D. Notation:**Transferability:** CSU**Validation:** 12/2/09

Division Dean Information -

Seat Count: 35	Load Factor: .1513	FOAP Code: 141540
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Instruction Office Information -

FSA Code:**Distance Learning:** yes**Stand Alone Designation:** no

1. Description -

Introduction to the field of social computing, social networking, and collaboration tools and process. Emphasis on human and social interactions mediated by technology networks, and engineering and optimization of high performance workgroups, especially in addressing complex social and environmental problems. Overview of Web 2.0 tools, social portals, and current Internet technology, and the benefits of social collaboration tools in local and global problem solving. Introduction to the field of social computing and social network analysis, and implementation of effective collaboration tools and process, including workflow and workgroups. Course work will include developing and deploying social networking tools and strategy as part of a local (or global) community problem or issue. A key learning outcome of this interdisciplinary course is developing a working understanding of collaboration as both a core competency and practice for effective social development.

Advisory: Internet Technology, social and/or behavioral science (sociology/psychology).

2. Course Objectives -

- A. Describe the evolution of Web 2.0 from the context of Internet Technology
- B. Accurately depict the demographics of Web 2.0 (users) and what those users are doing
- C. Describe the types of communities which have formed on the Internet
- D. List the technology tools (applications) typically used in web 2.0 portals
- E. Draw the history of web 2.0 / social networking using Web 2.0 'milestones'
- F. Explain Wikinomics as a technological, social, and cultural evolution
- G. Discuss societal trends leading up to, through, the evolution of Web 2.0
- H. Become proficient at Social Networking Analysis (SNA), drawing sociograms, and network modeling
 - I. Evaluate (compare) and select collaboration tools for various workgroup functions
- J. Develop an understanding for the composition and process/workflow of workgroups
- K. Explain how collaboration, competition, and co-creation coexist in technology / social networks
- L. Describe business, enterprise and global trends for leveraging social networking technology
- M. Explain how Web 2.0 tools are used in marketing and global communications
- N. Develop strategies and tactics for tackling complex social and environmental problems
- O. Analyzing current political events through the lens of Web 2.0 / Social Networks
- P. Chart future trends in advanced social and collaboration technology in business and society
- Q. Explain future evolution of the Web and implications for social interaction / collaboration

3. Special Facilities and/or Equipment -

Computer, projector, Internet connectivity (wireless/fixed).

4. Course Content (Body of knowledge) -

- A. Web 2.0 and Evolving Internet (Overview, Context, and History)
 - 1. What is Web 2.0?
 - 2. Internet history World Wide Web
 - 3. Eras of the Internet/Web
 - 4. Bottom up vs. hierarchical
 - 5. Open source/co-creation
 - 6. All about people
- B. Web 2.0 Demographics – who are the users?
 - 1. Youth and students
 - 2. Adults
 - 3. Employees / business
 - 4. Netizens
 - 5. Activists and organizations
 - 6. Government
 - 7. Ordinary people
- C. Communities using Web 2.0 / social networking tools
 - 1. MySpace
 - 2. Facebook
 - 3. LinkedIn
 - 4. Blogosphere
 - 5. Second Life
 - 6. Home schooling
- D. Web 2.0 Applications and tools
 - 1. Bulletin boards
 - 2. Newsgroups

3. Listservs
 4. Blogs
 5. Microblogging
 6. Wikis
 7. RSS
 8. Portals
 9. Tagging
 10. Folksonomies
 11. File sharing
 12. Social utilities
 13. Mashups
- E. Web 2.0 Milestones (for case study analysis)
1. Amazon <http://www.amazon.com/>
 2. eBay <http://www.ebay.com/>
 3. Napster <http://www.napster.com/>
 4. Craig's List <http://www.craigslist.org/>
 5. BitTorrent <http://www.bittorrent.com/>
 6. MySpace <http://www.myspace.com/>
 7. facebook <http://www.facebook.com/>
 8. Blogger.com <http://www.blogger.com/>
 9. Flickr <http://www.flickr.com/>
 10. del.icio.us <http://del.icio.us/>
 11. YouTube <http://www.youtube.com/>
 12. StumbleUpon <http://www.stumbleupon.com/>
 13. Twitter <http://twitter.com/>
 14. Wikimedia <http://www.wikimedia.org/> (Wiktionary Wikipedia, Wikibooks, and Wikiversity)
 15. LinkedIn <http://www.linkedin.com/>
 16. Skype <http://www.skype.com/>
 17. Google Docs <http://docs.google.com/>
 18. Predictify <http://www.preditify.com/>
 19. Second Life <http://www.secondlife.com/>
 20. Social Edge <http://www.socialedge.org/>
 21. Google Earth <http://earth.google.com/>
- F. Wikinomics
1. Introduction to Wikinomics
 2. Wikinomics - Openness Sharing Peering (peer production)
 3. Acting globally
 4. The Perfect Storm
 5. The Peer Pioneers
 6. Ideagoras
 7. The Prosumers
 8. The New Alexandrians
 9. Platforms for Participation
 10. The Global Plant Floor
 11. The Wiki Workplace
 12. Collaborative Minds
 13. The Wikinomics Playbook
- G. Societal Trends and use of Web 2.0 / social networking
1. New democratic process / political action
 2. Global workplace (outsourcing and virtual enterprise)
 3. Community knowledge
 4. Social justice (Wealth of Networks)
 5. Citizen journalism
 6. Open source education (Sakai and Global Text Project)
 7. Social norming / social engineering around 'bottom up' processes
 8. Collective averaging / social attention
 9. Sensemaking / augmented social cognition
 10. Crowd sourcing / collaborative co-creation
 11. Swarming, crowds, smart mobs
 12. Reality TV and YouTube
 13. Remix culture
- H. Social Networking Analysis
1. Networks and network notation
 2. Social networks

3. Sociograms
4. Social computing
5. SNA tools and practice
6. Engineering high performance workgroups
- I. Collaboration tools / Web 2.0 workgroups
 1. Wiki - Wikimedia and Socialtext
 2. Blogs and microblogging
 3. User input and tagging
 4. Knowledge Management
 5. Listservs and FAQs
- J. Workgroups
 1. Small group dynamics
 2. Social problems
 3. Social Network strategies
 4. Communications tools
 5. Communication practice
 6. Workflow (documents)
 7. Workflow (process engineering)
- K. Collaboration and co-creation
 1. Shared data sources / public private databases
 2. Open access publishing / rapid publishing
 3. Open notebook / collaborative authoring
 4. Visualization tools / Many Eyes
 5. Wiki Professional Concept Web
 6. Wikis and blogs / community discussion
 7. Democracy 2.0
 8. Citizen journalism
 9. Bottom up power structures
- L. Business and global trends
 1. Collaborative intelligence
 2. Participatory knowledge
 3. Flexible client collaboration
 4. Business social networks
 5. Crowd source / outsource
 6. Collaborative Value Creation
 7. Collaborative Innovation Networks
 8. Enterprise 2.0 / collaborative co-creation
 9. Collective voice / representation
 10. Government 2.0 / Democracy 2.0
 11. Science 2.0 – new innovation / discovery models
- M. Web 2.0 Marketing and Global Communications
 1. Blogs, RSS Wiki and forums
 2. SEO strategies Social networking sites / creating a buzz
 3. Social computing tools / social cognition
- N. Tackling complex problems
 1. Social problems
 2. Environmental problems
 3. Organizational problems
 4. Organizing activism
 5. Organizational strategies
 6. High performance workgroups
 7. Collective activities (organizations and activism)
 8. Tribes and social network activism
 9. Web 2.0 technology solutions
- O. Analyzing current events through the lens of Web 2.0 / SNA
 1. How Obama did it – case study analysis of 2008 democratic primary
 2. Iranian 2009 presidential election – case study in political activism
 3. Government 2.0 – Obama's effort to keep the momentum going
- P. Advanced Technology / trends
 1. Presence
 2. TelePresence
 3. Virtual worlds
 4. Cloud computing
 5. Knowledge Management KM

6. Collective intelligence (see augmented social cognition)

Q. The Road Ahead

1. Web 1.0 – The 'Web'
2. Web 2.0 – The 'Social Web'
3. Web 3.0 – Semantic Web
4. Web 4.0 – Ubiquitous Web
5. Virtual worlds
6. Civilization 2.0

5. Repeatability - Moved to header area.

6. Methods of Evaluation -

Small class projects and exercises (Web 2.0 technology and participation in social networking portals), weekly postings of terminology, articles, and events, group project, final project, and a final writing assignment. Create Web 2.0 installations, including wikis, blogs, RSS functionality, and tagging. Develop a written strategy and presentation for addressing a complex social or environmental problem combining Web 2.0 social portals, collaboration tools and process, and social networking analysis.

7. Representative Text(s) -

Don Tapscott, Anthony D. Williams, Wikinomics, Portfolio Hardcover ISBN-10: 1591841933 2007
 Stewart Mader, Wikipatterns, Wiley, 2007 ISBN-10: 0470223626
 James Surowiecki, Wisdom of Crowds, Anchor, 2005 ISBN-10: 0385721706
 Malcolm Gladwell, Tipping Point, Back Bay Books) ISBN-10: 0316346624
 Barry Libert, Jon Spector, We are smarter than me, 2002, ISBN-10: 0132244799
 Jeff Howe, Crowdsourcing, Crown Business, 2008 ISBN-10: 0307396207
 Charlene Li, Josh Bernoff, Groundswell ISBN-10: 0132244799 2008
How Obama Did It - Technology Review - October/November 2008

8. Disciplines -

Computer Information Systems
 Computer Sciences

9. Method of Instruction -

Lecture, Discussion, Cooperative learning exercises, Field work, Oral presentations, Electronic discussions/chat, Laboratory, Demonstration, Community service, Field trips,

10. Lab Content -

- A. use computer software applications to draw sociograms
- B. use computer software applications to perform social network analysis
- C. set up listservs, blogs, and engage in micro blogging for communications
- D. engage in collaborative writing using wikis and collaborative authoring environments

develop a tagging system for documents / communications

11. Honors Description - No longer used. Integrated into main description section.

12. Examples of Required Reading and Writing and Outside of Class Assignments -

- A. Wikinomics - chapter by chapter answers to exercises
- B. Social Network Analysis - drawing / analysis of sociograms
- C. Crowdsourcing - develop a crowd sourcing strategy for finding solutions to problems / input on complex issues
- D. 'Wisdom of the Crowds' - book review and applications to markets, especially in conjunction with using Predictify website tools
- E. Collaboration 2.0 - assigned chapter readings and application to social workgroup analysis and using collaboration tools

F. 'Resolutionary Thinking' - readings from Stuart Kaufmann's writings and tools
'http://www.resolutionarythinking.com' on conflict resolution.

How Obama did it (HBR) - cases study analysis of Obama's social networking strategy to defeat Hilary Clinton in the democratic primaries

A. Develop a campaign 'strategy' for addressing a community issue or problem involving social networks, collaboration tools, and engineering of effective 'problem solving' workgroups

B. Describe the social, cultural, and technological hurdles, and potential solutions, to global / collaborative problem solving

C. Analyze a current event, such as the 2009 elections in Iran, which leveraged a social networking strategy.

13. Need/Justification - No content

Course status: *Active*

Development status: Approved

Owner-Editor: cormiarobert@foothill.edu

Edit History:

Comments:

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