Social Media and Social Networking

Department: Fudan International Summer Session

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<tr>
<th>Course Code</th>
<th>JOUR170005</th>
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<tr>
<td>Course Title</td>
<td>Social Media and Social Networking</td>
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<tr>
<td>Credit</td>
<td>2</td>
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<td>Credit Hours</td>
<td>36+3 (one credit hour is 45 minutes)</td>
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**Course Objectives**

After taking this class, students will
- gain and advance their knowledge in this area for a better understanding of the role that social media and social networking currently play in our daily life in both societies;
- obtain and improve their independent- and critical-thinking ability;
- be able to review and criticize the influence and implications of social media and social networking from a cross-national, cross-cultural, and a comparative perspective; and
- get prepared as would-be pursuers of further knowledge in relevant courses at higher levels as well as of a career in the most viable field of media and communication now and in the future.

**Course Description**

This issue-driven, student-centered course discusses both the theories and practices regarding social networking and converged/integrated communication via social media today. This course also examines interrelationships among media, communication, politics, economy, technology, business, social institutions, and individuals, as well as a variety of issues concerning the role and influence of social media and social networking in the society as a whole.

**Course Requirements:**

No.

**Teaching Methods:**

This course is devoted to creating a student-centered learning environment, by adopting a balanced approach to cover both the breadth and depth of the subjects. Course activities mainly include lectures, reading assignments, student-led discussions, substantial discussions in an all-class or small group setting based on assigned readings, social media activity, term paper, final presentations, and guest speakers (if available). Book chapters, journal articles, news stories or
industry information, and up-to-date research findings will be assigned for reading.

Instructor’s Academic Background:
Pro. HAN Gang obtained his Ph.D in Mass Communications from S. I. Newhouse School of Public Communications, Syracuse University in 2007, Master of Arts in Journalism, Journalism School, Fudan University in 2000 and Bachelor in Economics from International Business School, Nankai University in 1994. His research field focuses on mediated health risk communication, news framing and framing effects, public relations, and strategic communication.

Email: ghan@iastate.edu

Course Schedule

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<tr>
<th>Weeks</th>
<th>Topics/Class meeting/activities/readings</th>
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<tbody>
<tr>
<td>1</td>
<td><strong>Introduction, history, basics, conceptions and concerns</strong></td>
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<tr>
<td></td>
<td>- Self-introduction</td>
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<td>- Introduction to the course: syllabus, schedule, assignments, expectations</td>
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<td>- Reading/Course reserve</td>
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<td>- Grouping</td>
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<td>- Discussion assignments</td>
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<td>- Guideline for student-led discussion</td>
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<td>- Social media account sign-up</td>
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<td>- Overview of social media and social networking</td>
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<td>- History of social media and cultural of connectivity</td>
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<td>- Social networking-basics, conceptions and concerns</td>
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<td>- Class discussion</td>
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Reading (Part I)

Book chapters:

Jose van Dijck. (2013). *The Culture of Connectivity: A Critical History of Social Media*. Oxford University (available for online reading through e-Library)

- Chapter 1 “Engineering Sociality in a Culture of Connectivity”
- Chapter 2 “Disassembling Platforms, Reassembling Sociality”
**Reading (Part II)**

**Book chapters:**


- “Introduction”


- Chapter 1 “Introduction”
- Chapter 2 “Basic Network Concepts, Part I”
- Chapter 3 “Basic Network Concepts, Part II”
- Chapter 5 “Psychological foundations”
- Chapter 9 “Networks, Influence and Diffusion”

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<tr>
<th>2</th>
<th>Connected and networked society</th>
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<td>Networked public and networked self</td>
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<td>Social networks and How they shape our lives</td>
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<td>The new social operating system</td>
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<td>How networked individualism works</td>
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<td>Identity, community, and culture on social networks</td>
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<td>The selfies</td>
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<td>Social media and privacy</td>
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<td>Class discussion</td>
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**Reading (Part I)**

**Book chapters:**


- Part 1 “The Triple Revolution”
- Part 2 “How Networked Individualism works”

**Reading (Part II)**

**Book chapters:**

### Social media and social networking sites

- Facebook, connected friendship and mediated intimacy
- Twitter, Firechat, civic engagement and movement
- Instagram, Pinterest, Snapchat vs. Flickr, visual-oriented consumption of information
- YouTube, UGC and integration of broadcasting networks
- Weibo, WeChat, and TikTok in China
- Class discussion

### Reading (Part I)

**Book chapters:**


- Chapter 3 “Facebook and the Imperative of Sharing”


- Chapter 1 “Introduction”
- Chapter 2 “Technologically Mediated Personal Relationships”
- Chapter 4 “Self-Presentation Online”
- Chapter 7 “Digital Dating and Romance”
- Chapter 9 “Mediated Intimacies”


- Chapter 2 “Social Network sites as Networked Publics”
- Chapter 4 “Social Network Sites as Virtual Communities”
Reading (Part II)

Book chapters:


- Chapter 3 “Twitter and the Paradox of Following and Trending”


- Chapter 1 “Friendly Reunion”
- Chapter 4 “The hashtag which did (not) start a revolution”


- Chapter 8 “Global social movements”

Reading (Part III)

Articles:

Yuheng Hu, Lydia Manikonda, & Subbarao Kambhampati. (2014). *What We Instagram: A First Analysis of Instagram Photo Content and User Types*. Proceeding of ICWSM.


Reading (Part IV)

Book chapters:


- Chapter 1 “How YouTube Matters”
- Chapter 2 “YouTube and the Mainstream Media”
- Chapter 3 “YouTube’s Popular Culture”


- Chapter 6 “YouTube: The Intimate Connection between Television and Video Sharing”

Social Media and News Use, Journalism, and Strategic Communications

Final presentation
- Social media usage in U.S. and China
- The evolving role of news on Twitter and Facebook
- News use across social media platforms

- How social media is reshaping news
- Social media and journalism
- Social Journalism

- Sharing ideology and sharing economy
- Social media, advertising, PR, marketing and political campaigns

- Social influence and diffusion of information
- Social network and health communication

- Final presentation

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**Reading (Part I)**

**Journal articles:**


**Book chapters:**


- Chapter 7 “Typology of Social Network Site Usage”
- Chapter 12 “Look at Us”

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**Reading (Part II)**

**Book chapters:**


- Chapter 1 “UGC and Citizen Journalism” (pp.19-22);

- Chapter 14 “Crowdsourcing Investigative Journalism”
- Chapter 17 “Social Journalism”

### Reading (Part III)

**Articles:**


**Book chapters:**


### Reading (Part IV)

**Journal articles:**


**Book chapters:**

Thomas W. Valente (2010). *Social Networks and Health: Models, Methods, and Applications*. Oxford University.

- Chapter 10 “Diffusion of Innovations”

### The design of class discussion or exercise, practice, experience and so on:

practice
## Grading & Evaluation:

Assignment/coursework guidelines and handouts will be provided when needed.

1) Class discussion and case study: 20% 
2) Student-led discussion: 30% 
3) Social media activity: 10% 
4) Term paper/group project: 25% 
5) Final presentation: 10% 
6) Peer evaluation: 5%

There will be no make-up exam.

## Teaching Materials & References:

No required textbooks. All readings are available in the library, photocopied or available online. Additional readings will be provided (The tentative reading list is included in the class schedule).

Notes: The syllabus will be subject to changes.