



UNIVERSITY *of* NICOSIA

Course Code MCOM/TED 573	Course Title Web Communities and Social Media	Credits /ECTS 10
Department Management & MIS	Semester Fall/Spring	Prerequisites None
Type of Course Elective	Field Communication/MIS	Language of Instruction English
Level of Course 2 ND Cycle	Year of Study 1-2	Lecturer Dr. Soulla Louca
Mode of Delivery Integrated (Face-to- face & technology enhanced learning)	Work Placement N/A	Office EU 109
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Objectives of the Course:

New technological innovations have changed the way we communicate, cooperate, collaborate, and share. This course will concentrate on the landscape of online communities and social networks and their utilization in the learning. Students will:

- Identify and evaluate applications such as online communities (newsgroups, chat rooms, etc.), online social networking sites, blogs (vlogs), mobile technologies and 3d virtual worlds in the context of learning
- Analyze communication practices and social formations that emerge when people engage with web communities and social media
- Assess the current role and potential of social media in learning among youth and adult learners
- Introduce underlying tools for online learning communities
- Examine the benefits and problems of online learning communities
- Explain the process of assessment for learning in online communities

Learning Outcomes:

Upon completion of this course students are expected to be able to:

- Describe various online learning applications, particularly online learning communities and social media-based learning environments
- Analyze the social and psychological effects of various online learning applications
- Examine the role and effects of online communities and social media on learning

among young people:

- Young people's sociability
- Young people's cognitive and affective development
- Exploring identities and social media
- Digital media literacy and education
- Assess the role and effects of online communities and social media on learning among adult learners
- Apply learning theories in online learning communities
- Describe underlying tools for online learning communities
- Evaluate the benefits and problems of online learning communities
- Assess online learning and online learning communities

Course Contents:

- Various online learning applications, particularly online learning communities and social media-based learning environments
- Learning in social networks, online collaborative learning
- The concept of online community and online learning communities
- The social and psychological effects of various online learning applications
- The role and effects of online communities and social media on learning among young people:
 - Young people's sociability
 - Young people's cognitive and affective development
 - Exploring identities and social media
 - Digital media literacy and education
- The role and effects of online communities and social media on learning among adult learners
- Applying learning theories in online learning communities
- Underlying tools for online learning communities
- The benefits and problems of online learning communities
- Assess online learning and online learning communities

Learning Activities and Teaching Methods:

- Faculty Lectures and Guest-Lectures Seminars
- Directed and Background Reading
- Case Study Analysis and Discussion
- In-class Exercises
- Student-led Presentations
- showing of film and TV programme excerpts

Assessment Methods:

Presentation	20%
Case study	30%
Research paper	50%

Required Textbooks/Reading:

Author	Title	Publisher	Year	ISBN
Kear, K.	Online and social networking communities: A best	Routledge	2011	9780415872478

	practice guide for educators			
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Recommended Textbooks/Reading:

Author	Title	Publisher	Year	ISBN
Azua, M.	Social Factor, The: Innovate, Ignite, and Win through Mass Collaboration and Social Networking	Prentice Hall	2010	10: 0137018908
Joosten, T.	Social Media for Educators: Strategies and Best Practices	Wiley	2012	978-1-1181-1828-3
Miller, M.	Social Networking	Pearson	2011	10: 0137063741
Rennie, F. & Mason, R.	e-Learning and Social Networking Handbook: Resources for Higher Education	Routledge	2008	0-203-92776-1
Aaker, J. & Smith, A	The dragonfly effect: Quick, effective, and powerful ways to use social media to drive social change	San Francisco: Jossey-Bass.	2010	
Li, C. and Bernoff, J	Groundswell: Winning in a world transformed by social technologies	Boston: Harvard Business Press	2008	1422125009

