



Course Syllabus

Course Code	Course Title	ECTS Credits
MIS-220	Technologies for the Social Web	6
Prerequisites	Department	Semester
MIS-151	Management & MIS	Fall/Spring/Summer
Type of Course	Field	Language of Instruction
Elective	MIS	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Dr. Despo Ktoridou	2 nd
Mode of Delivery	Work Placement	Corequisites
Face to Face	N/A	None

Course Objectives:

The main objectives of the course are to:

- Understand the theories behind the Social Web and its components.
- Recognize and evaluate the latest Social Applications and the supportive technologies.
- Provide a comprehensive overview of the underlying Online Communities, their design and development.
- Explore the concept of developing Facebook Applications.
- Illustrate Usability - Best practices for user interface design following Nielsen's.
- Usability Facts.
- Explore Business aspects of the Social Web.
- Preview the emerging Social Networks and Spaces.
- Apply the gained knowledge to design and implement a social web application.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Illustrate the importance, role of and use of the Social Web and its components.
2. Gain insight of the significant role of the latest Social Applications and the supportive technologies.
3. Realize the factors that drive and influence the design and development of Online Communities.

4. Discuss the importance of developing Facebook Applications.
5. Explain the knowledge and cultivate the skills and competencies required applying Usability Best practices for user interface design following Nielsen's facts.
6. Discuss the importance of the Business aspects of the Social Web and how it works in the areas of collaboration and knowledge management for a business.
7. Illustrate the importance of the emerging Social Networks and Spaces.
8. Demonstrate the key theoretical social web concepts covered in the lab, design and implement a social web application using Wordpress – an open source CMS.

Course Content:

SECTION I: The Social Web: Introduction

- The Web Evolution: From Web 1.0 to Web 4.0
- The Web as a platform: Web 2.0
- The Social Web: Understand user engagement
- UGC-User Generated Content
- Social Computing

SECTION II: Components of the social web

- Technologies: open source, commercial
- Content: audio, video, user generated
- Online communities

SECTION III: Social Apps

- Types of social apps
- Blogs, wikis, social networks and communities, facebook apps...
- Apps' social aspect
- Setting Up a custom Blog and wiki (Wordpress)

SECTION IV: Online Communities

- Designing & Developing an online community
- Key components and metrics for success
- Technology options and considerations
- Wordpress fundamentals: menus, themes, plugins and blocks
- Developing an online community using Wordpress

- Customizing an online community
- Measuring user participation and engagement

SECTION V: Facebook App

- All about Facebook App
- Core Facebook Platform technologies: Social Plugins; Graph API; Platform Dialogs
- Developing a simple Facebook app (Getting started Tutorial)
 - Canvas Page: The Page in which your app is loaded.
 - Social Channels: The key channels that help you grow your user base and re-engage existing users.
 - Analytics: Accessing analytics for your application.
- Other Social Apps and APIs - Google's OpenSocial API

SECTION VI: Usability

- Best practices for user interface design
- Nielsen Usability Facts:
 - How to define usability?
 - How, when, and where to improve it?
 - Why should you care?
 - Overview defines key usability concepts and answers basic questions.

SECTION VII: The Business Aspect of Social web

- Introduction to the Social web for Business
- Social web for collaboration and knowledge management

SECTION VIII: Metrics and analytics

- Tracking user behaviour in social networks
- Social network usage analytics
- Google Analytics

SECTION IX: Emerging social networks and spaces

- Introduction to virtual worlds and Second Life
- Multiplayer games and WoW

Learning Activities and Teaching Methods:

Laboratorial work, Faculty Lectures and Guest-Lectures Seminars, Directed and Background Reading Casestudies, In-class Exercises, Student-led Presentations.

Assessment Methods:

Project Presentation, Assignments, Test, Final Examination

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Professional WordPress: Design and Development, 3 rd Ed.	Brad Williams, David Damstra, Hal Stern	John Wiley & Sons, Inc	2015	978-1-118-8724-7

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Professional WordPress Design & Development 2 nd Ed.	Brad Williams David Damstra Hal Stern	John Wiley & Sons, Inc	2013	978-1-118-442272
Social Factor, The: Innovate, Ignite, and Win through Mass Collaboration and Social Networking	Maria Azua	Prentice Hall	2010	978-0-13-701890-1
Social Networking for Business: Choosing the Right Tools and Resources to Fit Your Needs	Rawan Shah	Prentice Hall	2010	978-0-13-271167-8
Google Analytics	Justin Cutroni	O'Reilly	2010	978-0-596-15800-2