
Syllabus of GCT673 **(Introduction to Social Computing)**

FALL 2009

Prof. Sangki Han

Overview

- Name: Introduction to Social Computing (GCT673, Fall 2009)
- Professor: Sangki Han
- Credit: 3
- Class Room: Lecture Room 102 at N2
- Class Hour: 10:30 am – 12:00 pm on every Monday and Wednesday
- Language: Korean
- Emails: stevehan@kaist.ac.kr, Messenger: sangkihan@nate.com (NateOn), Twitter: steve3034
- Blog: socialcomputing.tistory.com
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Course Description

- As the web becomes more social, the concept of web 2.0 is being evolved into social applications. The computational approach to combine the social science and human social dynamics with the information and communication technologies becomes the central theme across the computer science, social science, web entrepreneurs, political analysts, and humanities
- Both the research activities and industry trends will be exploited in order to have a big picture of the internet industry
- Students will participate in the discussion eagerly and express their opinions. During the course, experts and leaders will be invited to the class and make talks about their experiences and insights to share with students
- Discussions through twitter and blog will be recommended

Objectives

- Through this class, students will learn the concept and issues of the social computing, the evolutionary change of social applications, the impact on user behaviors. Students will be introduced the followings:
 - The main concept and major research topics of social computing
 - Types of social software and its implications
 - New applications and services oriented to social computing
 - New strategies of major players and innovators in US and Korea

Text and Required Materials

- No textbook. Professor will prepare the presentation materials and be distributed by an assistant. According to each topic, references will be given for further reading.
- Books to understand the perspectives of strategic thinkers and scholars will be introduced
- News articles, market research reports, famous bloggers posts will be used during discussions

Evaluation

- Grading Plan
 - Term Paper and Presentation: 50%
 - Engagement in discussion and assignments: 50%
- Prerequisites
 - Experiences in a number of internet services and applications such as communities, online shopping, communications, blogging, and more.

Course Topics

- Overview and Key Trends of Internet Industry in 2009
- Web 2.0, Social computing, and Web Science
- Social Search
- Social Networking
- Social Network Analysis
- Social Commerce
- Social Media and Digital Journalism
- Term Project Proposal
- Collective Intelligence
- Digital Identity, Reputation, Trust
- Recommender systems
- Behavioral Modeling, Prediction
- Term Project Presentation I, II