Social Media and Social Networking

Department: Fudan International Summer Session 2025

Course Code	JOUR170005						
Course Title	Social Media and Social Networking						
Credit	2	**Experiment (including Computer) Credit**		**Practice Credit**		**Aesthetic Education Credit**	
Credit Hours Per Week	9 credit hours per week. 36+3 tutorial hours in total (one credit hour is 45 minutes)	**Education on The Hard-Working Spirit Credit Hours**		**Language of Instruction**		**Honors Course**	□Yes ☑No
Course Type	□Core General Education Course □Specific General Education Course □Basic Course in General Discipline ☑Others		2+X Major ： □Professional Core Course □Professional Advanced Course				
			Non 2+X Major ： □Professional Compulsory Course □Professional Elective Course				
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. This course is designed for both undergraduate and graduate students from various disciplines or programs of study.

Course Requirements:

Prerequisites: None.

Teaching Methods:

This course is devoted to creating a student-centered learning environment, by adopting a balanced approach to covering 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.

Course Director's Academic Background:

Prof. 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 interested filed focuses in mediated health risk communication, news framing and framing effects, public relations, and strategic communication.

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Instructor's Academic Background:

Members of Teaching Team				
Name	**Gender**	**Professional Title**	**Department**	**Responsibility**

Course Schedule

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

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:

Zizi Papacharissi (Ed.) (2011). *A Networked Self: Identity, Community, and Culture on Social Network Sites*. Routledge.
  - "Introduction"

Charles Kadushin. (2012). *Understanding Social Networks: Theories, Concepts and Findings*. Oxford University Press.
  - 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"

2	**Connected and networked society**
	Networked public and networked self

- Social networks and How they shape our lives - The new social operating system - How networked individualism works - Identity, community, and culture on social networks - The selfies - Social media and privacy - Class discussion	

Reading (Part I)
 	
<u>Book chapters:</u>
 	
Lee Rainie, & Barry Wellman. (2012). *Networked: The New Social Operating System.* Cambridge, MA: MIT Press.
    - Part 1 "The Triple Revolution"
    - Part 2 "How Networked Individualism works"	

Reading (Part II)
 	
<u>Book chapters:</u>
 	
Zizi Papacharissi (Ed.) (2011). *A Networked Self: Identity, Community, and Culture on Social Network Sites.* Routledge.
    - Chapter 1 "Interaction of Interpersonal, Peer, and Media Influence Sources Online"
    - "Conclusion"	

3 **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 Tik tok in China - Class discussion	
Reading (Part I) <u>Book chapters:</u> Jose van Dijck. (2013). *The Culture of Connectivity: A Critical History of Social Media.* Oxford University. - Chapter 3 "Facebook and the Imperative of Sharing"	

Deborah Chambers. (2013). *Social Media and Personal Relationships: Online Intimacies and Networked Friendship*. Palgrave MacMillan.
- Chapter 1 "Introduction"
- Chapter 2 "Technologically Mediated Personal Relationships"
- Chapter 4 "Self-Presentation Online"
- Chapter 7 "Digital Dating and Romance"
- Chapter 9 "Mediated Intimacies"

Zizi Papacharissi (Ed.) (2011). *A Networked Self: Identity, Community, and Culture on Social Network Sites*. Routledge.
- Chapter 2 "Social Network sites as Networked Publics"
- Chapter 4 "Social Network Sites as Virtual Communities"

Reading (Part II)

Book chapters:

Jose van Dijck. (2013). *The Culture of Connectivity: A Critical History of Social Media*. Oxford University.
- Chapter 3 "Twitter and the Paradox of Following and Trending"

Paolo Gerbaudo. (2012). *Tweets and the Streets: Social Media and Contemporary Activism*. Pluto Press. (available online)
- Chapter 4 "The hashtag which did (not) start a revolution"

John M. Roberts. (2014). *New Media and Public Activism: Neoliberalism, The State and Radical Protest in The Public Sphere*. Policy Press.
- 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.

Joseph B. Bayer, et al. (2015). Sharing the small moments: ephemeral social interaction on Snapchat. *Information, Communication & Society*. DOI: 10.1080/1369118X.2015.1084349

Reading (Part IV)

Book chapters:

Jose van Dijck. (2013). *The Culture of Connectivity: A Critical History of Social Media*. Oxford University.

- Chapter 6 "YouTube: The Intimate Connection between Television and Video Sharing"	
4 **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	

Reading (Part I)

Journal articles:

Teresa Correa, Amber Willard Hinsley, & Homero Gil de Zúñiga. (2010). Who interacts on the Web?: The intersection of users' personality and social media use. *Computers in Human Behavior 26*, 247–253.

Reading (Part II)

Book chapters:

Eugenia Siapera & Andreas Veglis. (2012). *The Handbook of Global Online journalism*. Wiley-Blackwell.
  - Chapter 14 "Crowdsourcing Investigative Journalism"
  - Chapter 17 "Social Journalism"

Reading (Part III)

Articles:

Uber, Airbnb and consequences of the sharing economy: Research roundup. http://journalistsresource.org/studies/economics/business/airbnb-lyft-uber-bike-share-sharing-

economy-research-roundup

Book chapters:

Karine Nahon, & Jeff Hemsley. (2013). *Going Viral*. Polity. (choose four chapters)

Reading (Part IV)

Journal articles:

Gang (Kevin) Han, & Wen Wang. (2015). Mapping user relationships for health information diffusion on microblogging in China: A social network analysis of Sina Weibo. *Asian Journal of Communication, 25* (1), 65-83, DOI: 10.1080/01292986.2014.989239

Robert M. Bond, et al. (2012). A 61-million-person experiment in social influence and political mobilization. *Nature*. doi:10.1038/nature11421.

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

If you need a TA, please indicate the assignment of assistant:

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.

Usage of Textbook：□Yes(complete textbook information form below)　　□No
Textbook Information (No more than two textbooks) **:**

Title	Author	ISBN	Publishing Time	Publisher	Type I	Type II
					□Self-compiled Textbook (Published) □Non-mainland Textbook □Other Textbook (Published)	□National Planning Textbook □Provincial and Ministerial Planning Textbook □School Level Planning　Textbook □Others

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Teaching Materials & References:

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