

Subject Description Form

Subject Code	APSS3235																	
Subject Title	Media and Social Innovation																	
Credit Value	3																	
Level	3																	
Pre-requisite / Co-requisite/ Exclusion	NIL																	
Assessment Methods	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">100% Continuous Assessment</th> <th style="width: 25%;">Individual Assessment</th> <th style="width: 25%;">Group Assessment</th> </tr> </thead> <tbody> <tr> <td>1. Class Attendance and Participation</td> <td style="text-align: center;">10%</td> <td style="text-align: center;">--</td> </tr> <tr> <td>2. Group Project Presentation</td> <td style="text-align: center;">--</td> <td style="text-align: center;">40%</td> </tr> <tr> <td>3. Individual Video Essay Outline</td> <td style="text-align: center;">10%</td> <td></td> </tr> <tr> <td>4. Final Individual Video Essay</td> <td style="text-align: center;">40%</td> <td style="text-align: center;">--</td> </tr> </tbody> </table>			100% Continuous Assessment	Individual Assessment	Group Assessment	1. Class Attendance and Participation	10%	--	2. Group Project Presentation	--	40%	3. Individual Video Essay Outline	10%		4. Final Individual Video Essay	40%	--
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<ul style="list-style-type: none"> The grade is calculated according to the percentage assigned; The completion and submission of all component assignments are required for passing the subject; and Student must pass all component(s) (standard of passing) if he/she is to pass the subject. 																		
Objectives	<p>The subject aims to:</p> <ol style="list-style-type: none"> 1. Familiarize students with the basic concepts, strategies, and processes of (new) media usage in the private, public sector, not-for-profit organizations, and social enterprises; 2. Familiarize students with the connection between strategy and new media contents (e.g., online streaming, vlog) in policy implementation, public campaigns, and information spreading; 3. Enable students to develop practical skills in content creation including writing short online promotion pieces, creating new media contents, and editing short video essays; 4. Facilitate students to apply knowledge and skills in designing a social media campaign for a social innovation project. 																	

Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ul style="list-style-type: none"> a) Understand mainstream theories and perspectives on media and social innovation; b) Develop a deeper understanding on new media and social media platforms. c) Articulate the connection between media strategy and the development in social innovation; d) Be familiar with the process of content collection, editing, and post-editing; e) Obtain the ability to create and popularize a new media content.
Subject Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Concepts of social innovation and a brief introduction to the background of social innovation in the world. 2. Concepts of strategy and management of social media in social innovation. 3. Different forms of media and their relationship to nonprofits, policy implementation, and social enterprise. 4. Social media introduction and its social impacts. 5. Measuring the effectiveness of social media. 6. Understanding the content moderation industry. 7. Designing an effective and holistic media strategy for social innovation projects.
Teaching/Learning Methodology	<p>Relevant theories and concepts will be covered by interactive lectures while group projects will allow students to integrate what they have learnt in lectures with their project work. Tutorials or workshops will also be conducted to enable students to apply what they have learnt to a specifically defined arena of media and social innovation. Guest speakers may be invited to enhance some key parts of the course.</p>

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)			
			a	b	c	d
	1. Class attendance and participation	10%	✓	✓	✓	✓
	2. Group project presentation	40%	✓	✓	✓	✓
	3. Individual video essay outline	10%	✓	✓	✓	✓
	4. Individual video essay	40%	✓	✓	✓	✓
Total	100%					
	<p>Participation in classes and tutorials/seminars allow students to indicate how they put into practice what they have learned in lectures and reviewed from the literature.</p> <p>Group project presentation provides a platform for students to showcase their communication skills, teamwork, and leadership through oral presentation.</p> <p>Students will learn how to create a video essay, a new genre of literary reports, by the end of the class. Individual assignments (e.g., writing a script for the video essay) will be employed to assess students' skills and knowledge in creating the video essay.</p>					
Student Study Effort Expected	Class contact:					
	▪ lectures					39 Hrs.
	Other student study effort:					
	▪ preparation of individual assignment					14 Hrs.
	▪ preparation of group project presentation					34 Hrs.
	▪ preparation of video essay					25 Hrs.
	Total student study effort					
Reading List and References	<ul style="list-style-type: none"> • Amatullo, Mariana, Bryan Boyer, Jennifer May, and Andrew Shea, eds. 2021. <i>Design for Social Innovation: Case Studies from Around the World</i>. 1st edition. New York: Routledge. • Mansfield, Heather. 2011. <i>Social Media for Social Good: A How-to Guide for Nonprofits</i>. 1st edition. New York: McGraw-Hill Education. • Quesenberry, Keith A. 2020. <i>Social Media Strategy</i>. Third edition. Lanham: Rowman & Littlefield. 					

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| | <ul style="list-style-type: none">• Roberts, Sarah T. 2021. Behind the Screen: Content Moderation in the Shadows of Social Media. SI: Yale University Press.• Various journal article sources for each week's readings. |
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