Social Media Management
社會媒體管理

Course Orientation for Social Media Management

1001SMM01
TMIXM1A
Fri. 7,8 (14:10-16:00) L215

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Vita:
Dr. Min-Yuh Day is an Assistant Professor in the Department of Information Management at Tamkang University, Taiwan. Prior to joining the faculty at TKU in 2011, he was a Postdoctoral Fellow in the Intelligent Agent Systems Lab, Institute of Information Science, Academia Sinica, Taiwan. He received the Ph.D. degree from the Department of Information Management at National Taiwan University, Taiwan. He received his MBA in Management Information System from Tamkang University, Taiwan. His current research interests include Knowledge Management, Electronic Commerce, Information Systems Evaluation, Social Media Service, Question Answering Systems, Data Mining and Text Mining, and Biomedical Informatics. He has published papers in Information & Management, Decision Support Systems, Integrated Computer-Aided Engineering, ACM Transactions on Asian Language Information Processing, and a number of international conference proceedings.

Education:
- Ph.D.  Department of Information Management, National Taiwan University, 2001-2010  
  Dissertation: A Study of Evaluation Model of User Satisfaction with Social Network Services  
  Advisor: Dr. Chong-Shyong Ong
- M.B.A.  Department of Information Management, Tamkang University, 1993-1995  
  Thesis: Research of Applying Genetic Algorithms to Fuzzy Forecasting - Focus on Sales Forecasting  
  Advisor: Dr. Hung-Chang Lee
- B.B.A.  Department of Information Management, Tamkang University, 1989-1993

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[簡介 | 教育 | 研究 | 論文發表 | 講學 | 學術活動 ] [English Version]

簡介 (Vita):

戴敏育博士目前是淡江大學資管系專任助理教授。他於2011年加入淡江大學專任教師之前，曾任職於中央研究院資訊科學研究所智慧型代理人性系統實驗室博士後研究員。他於2010年取得國立台灣大學資訊管理博士學位，他在淡江大學資訊管理學系取得碩士學位。目前的研究興趣包括知識管理 (Knowledge Management)、電子商務 (Electronic Commerce)、資訊系統評估 (Information Systems Evaluation)、社會媒體服務 (Social Media Service)、問答系統 (Question Answering Systems)、資料與文字探勘 (Data Mining and Text Mining)、生物醫學資訊 (Biomedical Informatics)。他的學術研究論文已發表在Information & Management, Decision Support Systems, Integrated Computer-Aided Engineering, ACM Transactions on Asian Language Information Processing等國際期刊和許多國際研討會論文集。

教育 (Education):

- 博士　國立台灣大學資訊管理研究所 (2001-2010)
  博士論文：社交網路服務使用者滿意度評估模式之研究
- 碩士　淡江大學資訊管理研究所 (1993-1995)
  碩士論文：應用遺傳演算法發展模糊預測之研究－以銷售預測為例
- 學士　淡江大學資訊管理學系 (1989-1993)
淡江大學100學年度第1學期
課程教學計畫表

• 課程名稱：社會媒體管理
  (Social Media Management)
• 授課教師：戴敏育 (Min-Yuh Day)
• 開課系級：資管一碩士班 A (TMIXM1A)
• 開課資料：選修 單學期 2 學分 (2 Credits, Elective)
• 上課時間：週五7,8 (Fri 14:10-16:00)
• 上課教室：L215
課程簡介

• 本課程介紹社會媒體管理基礎概念與研究議題。

• 課程內容包括
  - Web 2.0, 社交網路、社會媒體、
  - 媒體與資訊基礎理論、
  - 社會媒體服務與資訊系統基礎理論、
  - 社會媒體服務行為研究、
  - 社會媒體服務商業模式與議題、
  - 社會媒體服務策略、
  - 社會媒體行銷、
  - 社會媒體之社會網路分析、連結分析、
    文字探勘、網頁探勘、與意見探勘。
Course Introduction

• This course introduces the fundamental concepts and research issues of social media management.

• Topics include
  – Web 2.0, Social Network, Social Media
  – Theories of Media and Information,
  – Theories of Social Media Services and Information Systems,
  – Behavior Research on Social Media Services,
  – Business Models and Issues of Social Media Service,
  – Strategy of Social Media Service,
  – Social Media Marketing,
  – Social Network Analysis, Link Mining, Text Mining, Web Mining, and Opinion Mining in Social Media.
課程目標

• 瞭解及應用社會媒體管理基本概念與技術。

• 進行社會媒體管理相關之資訊管理研究。
Objective

• Students will be able to understand and apply the fundamental concepts and technologies of social media management.
• Students will be able to conduct information systems research in the context of social media management.
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10 100/11/11 Business Models and Issues of Social Media Service
11 100/11/18 Paper Reading and Discussion
12 100/11/25 Strategy of Social Media Service
13 100/12/02 Paper Reading and Discussion
14 100/12/09 Social Media Marketing
15 100/12/16 Paper Reading and Discussion
16 100/12/23 Social Network Analysis, Link Mining, Text Mining, Web Mining, and Opinion Mining in Social Media
17 100/12/30 Project Presentation and Discussion
18 101/01/06 期末考試週
教材課本與參考書籍

• 教材課本 (Textbook)
  • Papers related to Social Media Management

• 參考書籍 (References)
學期成績計算方式

• 作業成績：50.0％ (3篇作業)
• 其他 (課堂參與及報告討論表現)：50.0％
Social Media Management
Let Us Manage Your Social Media Campaigns

Social Media Management Pyramid

Source: http://www.infobarrel.com/Social_Media_Management_Hiring_a_Social_Media_Manager
Social Media Business

B2B

B2C
Who Moved the Cheese?

Conventional marketing is dying

Source: Social Media Business, http://www.youtube.com/watch?v=X9sTq3pzNQQ
Why We Should Care?

Only 14% of people trust advertisements

78% trust the recommendations of other consumers

Source: Social Media Business, http://www.youtube.com/watch?v=X9sTq3pzNQQ
90% skip TV ads

Source: Social Media Business, [http://www.youtube.com/watch?v=X9sTq3pzNQQ](http://www.youtube.com/watch?v=X9sTq3pzNQQ)
Social Media Changes Everything

Social Media Gives Customers Power!

Source: Social Media Business, http://www.youtube.com/watch?v=X9sTq3pzNQQ
I have a voice
我有話要說
Adults spend 15+ hours a week on the Internet.

Source: Social Media Business, [http://www.youtube.com/watch?v=X9sTq3pzNQQ](http://www.youtube.com/watch?v=X9sTq3pzNQQ)
93% of B2B Buyers use Search Engines to begin the buying process.

Source: Social Media Business, http://www.youtube.com/watch?v=X9sTq3pzNQQ
Will they find you OR Will they find your competition first?

Source: Social Media Business, http://www.youtube.com/watch?v=X9sTq3pzNQQ
90% buyers say that when they are ready to buy, they will find you.

Source: Social Media Business, http://www.youtube.com/watch?v=X9sTq3pzNQQ
The Average Internet user watches over 12 hours of video online per month.

Source: Social Media Business, http://www.youtube.com/watch?v=X9sTq3pzNQQ
YouTube is the 2nd Largest Search Engine in the World & 4th Most Visited Site online

Source: Social Media Business, http://www.youtube.com/watch?v=X9sTq3pzNQQ
88% of Non Profit Executives are using Social Media Service for their organization

Source: Social Media Business, http://www.youtube.com/watch?v=X9sTq3pzNQQ
Use of Social Media in Fashion Industry

社會媒體 (social media) 的定義
(Kaplan & Haenlein, 2010)

建立在Web 2.0概念與技術的基礎上，
以網路為平台的應用系統
(Internet-based applications)，
讓網路使用者可以
方便產生與交流使用者建立的內容
(user generated content; UGC)。
社會媒體服務
(Social Media Services)

提供使用者在網路環境中使用
社會媒體應用系統的線上服務
(online services)
Google+, Youtube, Facebook, Plurk
Four Pillars of Social Media Strategy

C²E²

Social Media Strategy

Communication
Collaboration
Education
Entertainment

Source: Safko and Brake (2009)
Summary

• This course introduces the fundamental concepts and research issues of social media management.

• Topics of Social Media Management:
  – Web 2.0, Social Network, Social Media
  – Theories of Media and Information,
  – Theories of Social Media Services and Information Systems,
  – Behavior Research on Social Media Services,
  – Business Models and Issues of Social Medial Service,
  – Strategy of Social Medial Service,
  – Social Media Marketing,
  – Social Network Analysis, Link Mining,
  – Text Mining, Web Mining, and Opinion Mining in Social Media.
Contact Information

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網址：http://mail.im.tku.edu.tw/~myday/
References

- Erik Qualman, Socialnomics: How Social Media Transforms the Way We Live and Do Business, Wiley, 2010
- Social Media Business, http://www.youtube.com/watch?v=X9sTq3pzNQQ