Social Media Apps Programming

Course Orientation and Introduction to Social Media and Mobile Apps Programming

1021SMAP01
TLMXM1A (8687) (M2143) (Fall 2013)
(MIS MBA) (2 Credits, Elective) [Full English Course]
Thu 9,10 (16:10-18:00) B310

Min-Yuh Day, Ph.D.
Assistant Professor
Department of Information Management
Tamkang University

http://mail.tku.edu.tw/myday

2013-09-26
#1 Activity on the Web?

Social Media

Source: Social Media Business, [http://www.youtube.com/watch?v=X9sTq3pzNQO](http://www.youtube.com/watch?v=X9sTq3pzNQO)
Jonathan Stark, Building iPhone Apps with HTML, CSS, and JavaScript: Making App Store Apps Without Objective-C or Cocoa, O’reilly, 2010

Source: http://www.amazon.com/Building-iPhone-Apps-HTML-JavaScript/dp/0596805780
PhoneGap: [http://phonegap.com/](http://phonegap.com/)

Easily create apps using the web technologies you know and love: **HTML, CSS, and JavaScript**

PhoneGap is a free and open source framework that allows you to create mobile apps using standardized web APIs for the platforms you care about.

[Install PhoneGap](#)  [Getting Started Guides](#)

Wrap your app with PhoneGap

Deploy to mobile platforms!
Course Syllabus

Tamkang University
Academic Year 102, 1st Semester (Fall, 2013)

• Course Title: Social Media Apps Programming
• Instructor: Min-Yuh Day
• Course Class: TLMXM1A (MIS MBA)
  – Master’s Program, Department of Information Management, 1A
• Details
  – Selective
  – One Semester
  – 2 Credits
• Time & Place: Thu 9,10 (16:10-18:00) B310
Department Teaching Objectives

• Devoting to the integration and research of information technology and business management knowledge

• Cultivating for society, middle and higher level managers with both information capabilities and modern management skills
Department Core Competences

1. Use of modern management knowledge
2. Logical thinking
3. Critical analysis
4. Integration of information technology and business management
5. Research and innovation
6. Theory and applications data analysis
7. Information and communication security management
8. Verbal and writing communication skills
Course Introduction

• This course introduces the fundamental concepts and practices of social media and mobile apps programming.

• Topics include
  – Introduction to Android / iOS apps programming,
  – Developing Android native apps with Java (Eclipse),
  – Developing iPhone / iPad apps native apps with objective-C (XCode),
  – Mobile apps using HTML5/CSS3/JavaScript,
  – jQuery Mobile,
  – Create hybrid apps with Phonegap,
  – Google app engine, Google map API,
  – Facebook API,
  – Twitter API,
  – Case study on social media apps programming and marketing in Google Play and App Store.
Teaching Objectives

Students will be able to understand and apply the fundamental concepts and practices of social media and mobile apps programming.
Teaching Methods

• Lecture
• Discussion
• Simulation
• Practicum
• Problem Solving
Assessment

• Practicum
• Report
• Participation
# Course Schedule (1/3)

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Subject/Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2013/09/19</td>
<td>Mid-Autumn Festival (Day off)</td>
</tr>
<tr>
<td>2</td>
<td>2013/09/26</td>
<td>Course Orientation and Introduction to Social Media and Mobile Apps Programming</td>
</tr>
<tr>
<td>3</td>
<td>2013/10/03</td>
<td>Introduction to Android / iOS Apps Programming</td>
</tr>
<tr>
<td>4</td>
<td>2013/10/10</td>
<td>Double Tenth Day (Day off)</td>
</tr>
<tr>
<td>5</td>
<td>2013/10/17</td>
<td>Developing Android Native Apps with Java (Eclipse) (MIT App Inventor)</td>
</tr>
<tr>
<td>6</td>
<td>2013/10/24</td>
<td>Developing iPhone / iPad Apps Native Apps with Objective-C (Xcode)</td>
</tr>
</tbody>
</table>
# Course Schedule (2/3)

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Subject/Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>2013/10/31</td>
<td>Mobile Apps using HTML5/CSS3/JavaScript</td>
</tr>
<tr>
<td>8</td>
<td>2013/11/07</td>
<td>jQuery Mobile</td>
</tr>
<tr>
<td>9</td>
<td>2013/11/14</td>
<td>Create Hybrid Apps with Phonegap</td>
</tr>
<tr>
<td>10</td>
<td>2013/11/21</td>
<td>Midterm Exam Week (Midterm Project Report)</td>
</tr>
<tr>
<td>11</td>
<td>2013/11/28</td>
<td>jQuery Mobile/Phonegap</td>
</tr>
<tr>
<td>12</td>
<td>2013/12/05</td>
<td>Google App Engine</td>
</tr>
</tbody>
</table>
## Course Schedule (3/3)

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Subject/Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>2013/12/12</td>
<td>Google Map API</td>
</tr>
<tr>
<td>14</td>
<td>2013/12/19</td>
<td>Facebook API (Facebook JavaScript SDK) (Integrate Facebook with iOS/Android Apps)</td>
</tr>
<tr>
<td>15</td>
<td>2013/12/26</td>
<td>Twitter API</td>
</tr>
<tr>
<td>16</td>
<td>2014/01/02</td>
<td>Case Study on Social Media Apps</td>
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<tr>
<td></td>
<td></td>
<td>Programming and Marketing in Google Play and App Store</td>
</tr>
<tr>
<td>17</td>
<td>2014/01/09</td>
<td>Final Project Presentation</td>
</tr>
<tr>
<td>18</td>
<td>2014/01/16</td>
<td>Final Exam Week (Final Project Report)</td>
</tr>
</tbody>
</table>
Grading Policy

• Mark of Usual: 50%

• Final Apps Project: 50%
  – Midterm Project Report
  – Final Project Report
Textbooks and References

• Textbook: Slides
  – [http://mail.tku.edu.tw/myday/teaching.htm#1021SMAP](http://mail.tku.edu.tw/myday/teaching.htm#1021SMAP)

• Jonathan Stark, Building iPhone Apps with HTML, CSS, and JavaScript: Making App Store Apps Without Objective-C or Cocoa, O’reilily, 2010.


• Jon Reid, jQuery Mobile, O’reilily, 2012.
References

• jQuery Mobil: http://jquerymobile.com/
• PhoneGap: http://phonegap.com/
• MIT App Inventor: http://appinventor.mit.edu/
• Apple Developer: https://developer.apple.com/
• Android Developer: http://developer.android.com/
• Facebook Developers: https://developers.facebook.com/
• Twitter Developers: https://dev.twitter.com/
• Google App Engine: https://developers.google.com/appengine/
• Gephi: Social Network Analysis and Visualization: https://gephi.org/
• Netvizz: Facebook Netvizz app: https://apps.facebook.com/netvizz/
Jonathan Stark, Building iPhone Apps with HTML, CSS, and JavaScript: Making App Store Apps Without Objective-C or Cocoa, O’reilly, 2010

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Apple Developer: https://developer.apple.com/

Here’s where it all happens for Apple developers.

iOS 7
Develop your apps for iOS 7 today.
Learn more | iOS Dev Center

OS X Mavericks
Download the Developer Preview of OS X 10.9.
Learn more | Mac Dev Center

Xcode 5
See what’s new in version 5.0.
Learn more | Download

Why You'll Love to Develop with Apple Technologies
Read about our powerful, yet easy to use tools and technologies that allow you to turn your concepts into reality.

iOS Developer Program
Get the resources you need to develop and distribute apps for iPad, iPhone, and iPod touch.

Mac Developer Program
Gain access to a range of technical resources to assist you in distributing Mac apps on the Mac App Store.

**A Sweeter Jelly Bean!**

Android 4.3 is now available with a variety of performance improvements and new features.

For developers, the new platform adds support for OpenGL ES 3.0, connectivity with Bluetooth Smart devices and sensors, support for restricted profiles, a modular DRM framework, new profiling tools, and more.

[Learn More](http://developer.android.com)
Facebook Developers: [https://developers.facebook.com/](https://developers.facebook.com/)
More downloads for your app with Twitter Cards

Twitter Cards offer a fast and easy way to grow your user base for mobile apps. Simply add some new markup to your pages: when users tweet links to your domain, Cards will let other users viewing those Tweets to download and launch your app across a number of mobile platforms.

Learn More
Google App Engine: [https://developers.google.com/appengine/](https://developers.google.com/appengine/)
Gephi: Social Network Analysis and Visualization: https://gephi.org/

The Open Graph Viz Platform

Gephi is an interactive visualization and exploration platform for all kinds of networks and complex systems, dynamic and hierarchical graphs.

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APPLIANCES

✔ Exploratory Data Analysis: intuition-oriented analysis by networks manipulations in real time.
✔ Link Analysis: revealing the underlying structures of associations between objects, in particular in scale-free networks.

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— the Community

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Summary

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