



The University of British Columbia
School of Library, Archival and Information Studies
LIBR559M – Social Media for Information Professionals
Winter Session Term 1 Sept – Dec 2009

Dean Giustini, Adjunct Instructor

LIBR559M: SOCIAL MEDIA FOR INFORMATION PROFESSIONALS – COURSE SYLLABUS

Program: Master of Library and Information Studies

Year: 2009-2010 Winter Session, term 1

Course Schedule: Online

Location: *Vista Online Learning System*

Instructor: Dean Giustini, Adjunct Instructor

Office location: intermittently available on Vista

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E-mail address: dean.giustini@ubc.ca **Course wiki:** <http://hlwiki.slais.ubc.ca>

Course Goal: This course examines social media – blogs, wikis, social tagging, networking and virtual sites – its concomitant trends (i.e. web 2.0, library 2.0) and how the principles of this new era can be applied to information service delivery in libraries, archives and museums.

Course Objectives:

At the end of the course, students will be able to:

- Demonstrate familiarity with social media and its use in libraries, archives and museums
- Apply social tools to meet challenges of information provision in the digital era
- Discuss social media as set of tools to raise awareness and promote services
- Identify pros/cons of social media and usage in libraries, archives and museums
- Reflect critically on social media in libraries, archives and museums; identify strategies for effective application to new challenges

Sample topics:

- The affordances of social media; best practices
- Social software in information-based organizations (i.e. library 2.0, archives 2.0)
- Using social media to do outreach to user communities
- Group collaboration and sharing in knowledge-based organizations
- Social software as part of personal learning and immersive environments
- Pros/cons of social media; digital reputation and identity management; privacy and security in online communities; legal issues; copyright

Prerequisites: LIBR 500, 501, 502 & 503. Students in the MLIS program unless permission granted by SLAIS Graduate Advisor. WISE students in LIS programmes.

Format of the course: Online

Required and recommended Reading: Weekly readings are assigned for discussion.

Course Assignments:

Assignments	Due Date	Weight
Class participation	Throughout term	25%
Online journal	End of term	25%
Group paper I	15 October 2009	25%
Final group presentation II	7 December 2009	25%

Course Schedule:

For full detail, please see the “Instructor’s preparation for LIBR559M”

[http://hlwiki.slais.ubc.ca/index.php/LIBR_559M - Social Media for Information Professionals](http://hlwiki.slais.ubc.ca/index.php/LIBR_559M_-_Social_Media_for_Information_Professionals)