

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

Min-Yuh Day

戴敏育

Assistant Professor

專任助理教授

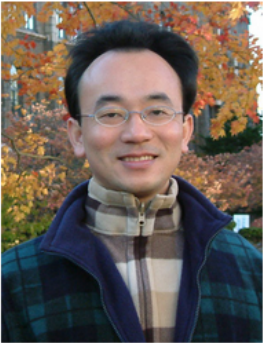
Dept. of Information Management, Tamkang University

淡江大學 資訊管理學系

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2011-09-09

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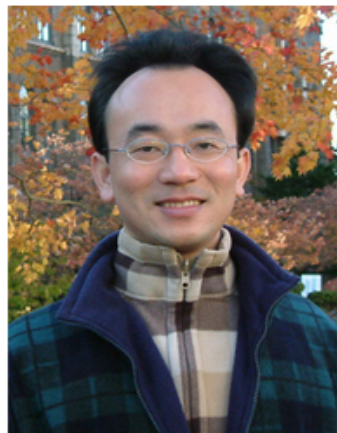
[[Vita](#) | [Education](#) | [Research](#) | [Publications](#) | [Teaching](#) | [Professional Activities](#)] [\[中文版\]](#)

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. Chorng-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 | 教學 | 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。他目前的研究興趣包括知識管理 (Knowledge Management)、電子商務 (Electronic Commerce)、資訊系統評量 (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量模式之研究
- 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)

#1 Activity on the Web?

Social Media



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THE SOCIAL MEDIA MANAGEMENT HANDBOOK

EVERYTHING YOU NEED TO KNOW
TO GET SOCIAL MEDIA WORKING
IN YOUR BUSINESS



STRATEGY, CULTURE,
METRICS, POLICIES,
ROLES, AND
RESPONSIBILITIES

NICK SMITH & ROBERT WOLLAN

WITH

CATHERINE ZHOU

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THE SOCIAL MEDIA BIBLE



LON
SAFKO
SECOND
EDITION

TACTICS, TOOLS & STRATEGIES
FOR BUSINESS SUCCESS

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.

課程大綱 (Syllabus)

週次 日期 內容 (Subject/Topics)

- 1 100/09/09 Course Orientation for Social Media Management
- 2 100/09/16 Web 2.0, Social Network, and Social Media
- 3 100/09/23 Theories of Media and Information
- 4 100/09/30 Theories of Social Media Services and Information Systems
- 5 100/10/07 Paper Reading and Discussion
- 6 100/10/14 Behavior Research on Social Media Services
- 7 100/10/21 Paper Reading and Discussion
- 8 100/10/28 Midterm Project Presentation and Discussion
- 9 100/11/04 期中考試週

課程大綱 (Syllabus)

- 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)
 - Robert Wollan, Nick Smith, Catherine Zhou, "The Social Media Management Handbook", John Wiley, 2011.
 - Papers related to Social Media Management
- 參考書籍 (References)
 - Lon Safko and David K. Brake, "The Social Media Bible: Tactics, Tools, and Strategies for Business Success", Wiley, 2009.
 - Turban et al., "Introduction to Electronic Commerce ", Third Edition, Pearson, 2010

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



Social Media Business

B2B

B2C

Who Moved the Cheese ?

Conventional marketing is dying

Why We Should **Care?**

**Only 14% of people trust
advertisements**

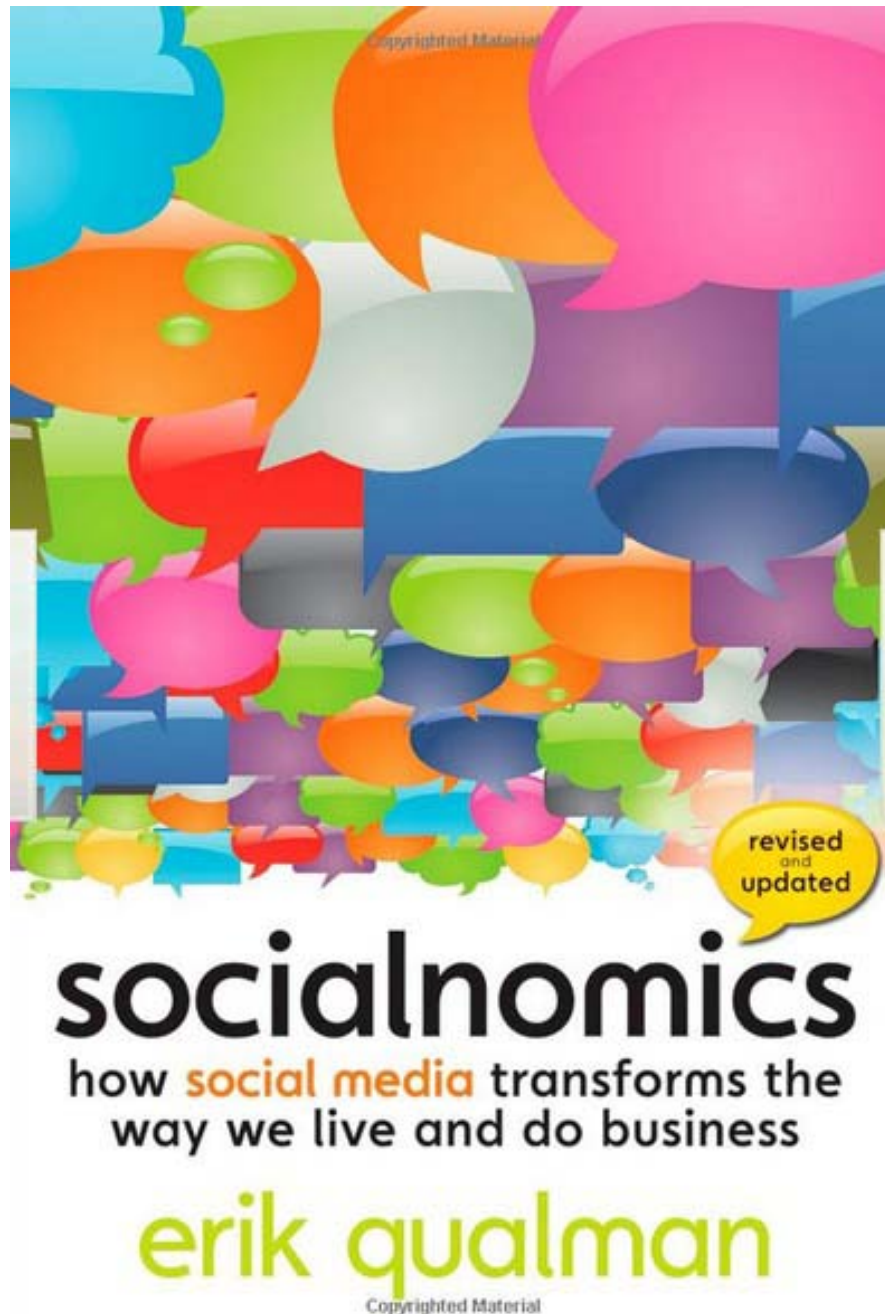
**78% trust the
recommendations of
other consumers**

90% skip TV ads



Social Media Changes Everything

**Social Media Gives
Customers Power!**



I have a voice



daymin

說

我有話要說



Plurk



私人訊息、語系及選項



Adults spend **15+**
hours a week
on the Internet.

93% of B2B Buyers
use Search Engines
to begin the
buying process.

Will they find you

OR

**Will they find
your competition
first?**

90%
buyers say that
when they are
ready to buy,
they will find you.

**The Average
Internet user watches
over 12 hours
of video online
per month.**

You  is the
2nd Largest Search Engine
in the World
&
4th Most Visited Site
online

88% of
Non Profit Executives
are using
Social Media Service
for their organization

Use of Social Media in Fashion Industry



Social Media Landscape



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)。

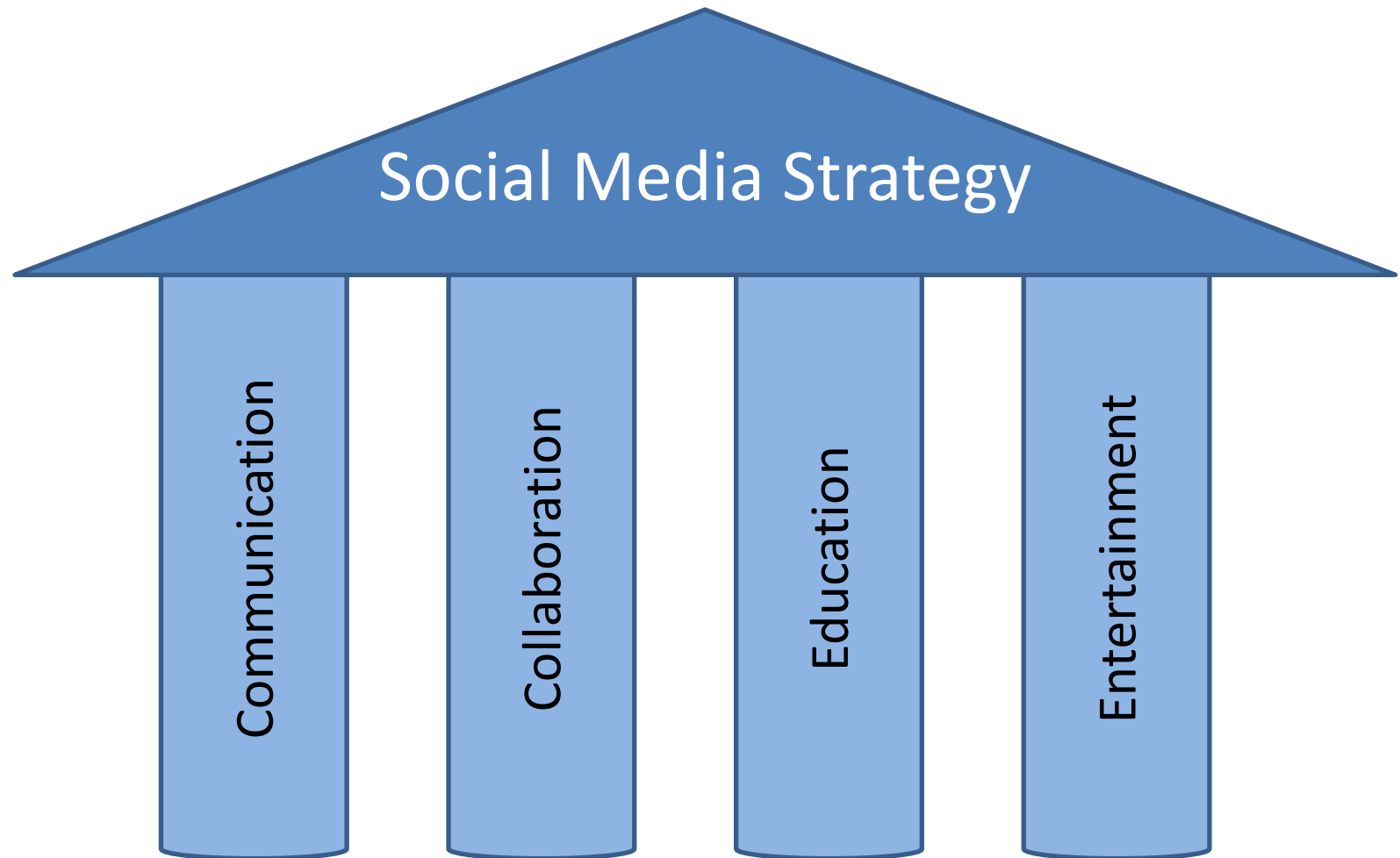
社會媒體服務 (Social Media Services)

**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)**

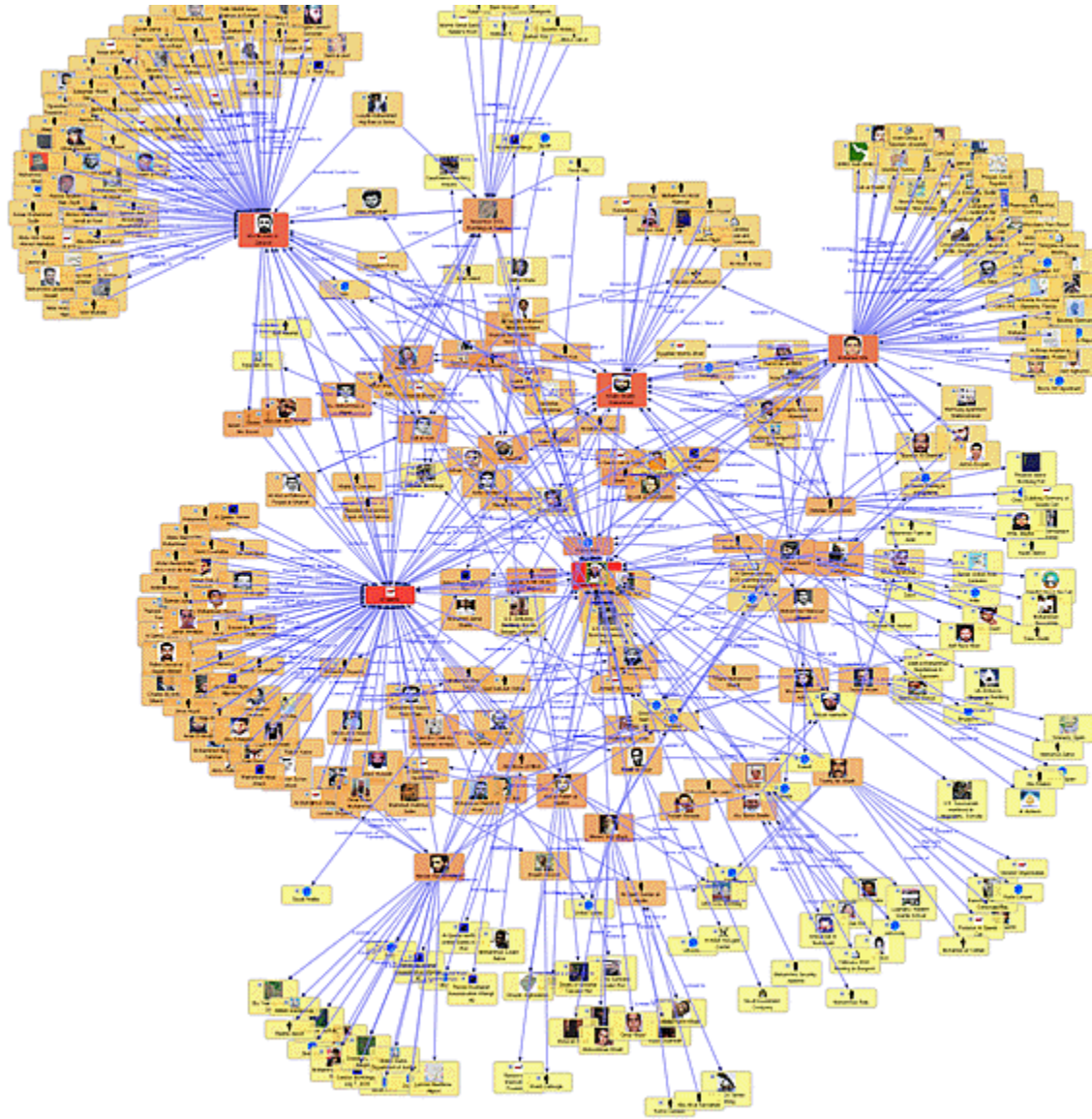
Google+, Youtube, Facebook, Plurk

Four Pillars of **Social Media Strategy**

C²E²



Social Network Analysis



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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References

- Robert Wollan, Nick Smith, Catherine Zhou, The Social Media Management Handbook, John Wiley, 2011.
- Lon Safko and David K. Brake, The Social Media Bible: Tactics, Tools, and Strategies for Business Success, Wiley, 2009
- Turban et al., Introduction to Electronic Commerce, Third Edition, Pearson, 2010
- Erik Qualman, Socialnomics: How Social Media Transforms the Way We Live and Do Business, Wiley, 2010
- Kaplan, Andreas M., Michael Haenlein (2010). "Users of the world, unite! The challenges and opportunities of Social Media". Business Horizons, 53 (1): 59–68.
- Chorng-Shyong Ong and Min-Yuh Day (2010), "An Integrated Evaluation Model of User Satisfaction with Social Media Services," in Proceedings of the IEEE International Conference on Information Reuse and Integration (IEEE IRI 2010), Las Vegas, Nevada, USA, August 4-6, 2010, pp. 195-20
- Social Media Business, <http://www.youtube.com/watch?v=X9sTq3pzNQQ>
- Social Media, http://en.wikipedia.org/wiki/Social_media
- Jason Collings, Social Media Management: Hiring a Social Media Manager, http://www.infobarrel.com/Social_Media_Management:_Hiring_a_Social_Media_Manager, Retrieved: 2011/09/08