

**ISM 755: CONTEMPORARY AND EMERGING TOPICS IN INFORMATION SYSTEMS  
(SOCIAL MEDIA & CROWD-BASED TECHNOLOGIES)  
FALL- 2023**

Thursday: 9:00 a.m. – 12:00 p.m., 433 Bryan Building

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**INSTRUCTOR INFORMATION**

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Office Hours: By appointment

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**CATALOG DESCRIPTION**

Study of contemporary and emerging topics in information systems. Topics may include cybersecurity, social and crowd-based technologies, health information and health IT, analytics, artificial intelligence, and machine learning. Credit Hours :3

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**DETAIL COURSE DESCRIPTION**

This course covers various research topics in the social and crowd domains, along with suitable methodologies as described below: Crowdsourcing and Crowdfunding, Gig and Sharing Economy, Reputation and Recommendation Systems, and more.

The overarching objectives of the course are to expose students to a wide range of research issues and questions in social and crowd domains while also developing critical thinking skills needed to formulate and analyze unstructured problems, enabling them to conduct independent research investigations.

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**STUDENT LEARNING OUTCOMES (SLO) / COURSE OBJECTIVES**

This course aims to guide doctoral students to become independent scholars who can produce original, high-quality research in IS discipline.

Upon successful completion of this course, students will be able to:

1. Develop an understanding of the multifaceted research issues and challenges that arise in social and crowd-based communities. Explore the interplay of technology, human behavior, and social dynamics in these evolving contexts.
2. Explore and identify major research themes within the existing literature, gaining insights into the prevailing trends, debates, and gaps in knowledge
3. Develop an understanding of suitable methods based on research questions and the nature of data
4. Produce a high-quality research proposal/ short paper in IS research that can be extended to a full-length publishable paper.

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**REQUIRED MATERIALS:**

**Canvas Course Management Systems** (<https://canvas.uncg.edu>)

Course materials, announcements, and updates will be posted on Canvas regularly. Students are required to check Canvas daily and will be responsible for any information or announcement posted on Canvas.

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**TEACHING METHODS**

This face-to-face course will be taught in a seminar style with a blend of class discussions, research projects, analysis of articles, and presentations by students. There is no required textbook. All materials for this course are available on Canvas.

## EVALUATION AND GRADING

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### **Class Discussions and Presentations:**

Note that 25% of your grade is for class discussions and presentations. Students must come prepared to participate in class and read all the assigned papers, not just the ones given.

Some key elements to consider when reviewing a paper are:

- a) Introduction: Does the paper effectively motivate the reader? Does the author make a strong case for the research? Are the objectives/research questions clear?
- b) Literature Review: Has the author provided a comprehensive summary of prior works? Does the author distinguish their work from what has been done before?
- c) Research Model and Hypotheses: Is the model grounded in theory? Has the author provided a well-supported argument, drawing on prior literature, for the hypotheses?
- d) Variables and Measures: Are the variables and measures appropriate?
- e) Methodology: Does the author use the methodology appropriate for the problem? Are there any limitations to the methodology? How rigorous is the analysis? Are there any robustness checks? Are there any endogeneity issues?
- f) Results and Discussions: What did the author find? Are the hypotheses supported? Has the author provided plausible explanations for the hypotheses that were not supported? Have they discussed the implications for research and practice? Does the paper contribute to the theory?

Lastly, consider how the paper can be extended or how the same approach can be applied to a different problem.

### **Term Paper:**

Each of you will work on a research paper on a topic of your choice. It is impossible to complete a publishable paper in the short time that we will have during the semester. The goal is not to have a completed, publishable paper but to develop an idea in a scholarly fashion so that you can continue to work on it after the semester is over. Note that you will have to present your term paper and submit the written paper at the end of the semester. More details will be provided in class.

### **Grading Policy:**

The following provides a percentage allocation of each component:

Class Discussions and Presentations	25%
	75%
<i>Term Paper and Presentation</i>	
Proposal I : Topic and literature research question	25%
Proposal II : Research design (e.g., conceptual model and hypotheses)	25%
Term paper: Findings and discussion	25%
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Total	100%

## Grading Scale:

Points	Grade	Points	Grade	Points	Grade
95-100%	A	83 – 85.9%	B	70 – 74.9%	C
90-94.9%	A-	80 – 82.9%	B-	< 70%	F
86 – 89.9%	B+	75 – 79.9%	C+		

## FACULTY AND STUDENT GUIDELINES

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The faculty and students in the course are expected to adhere to the faculty student guidelines stated at the following web page: [http://www.uncg.edu/bae/faculty\\_student\\_guidelines.pdf](http://www.uncg.edu/bae/faculty_student_guidelines.pdf).

## ACADEMIC INTEGRITY POLICY

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University students are expected to conduct themselves in accordance with the highest standards of academic honesty. A student is subject to penalty for academic misconduct, such as illicit possession of exams or exam materials, forgery, or plagiarism. Plagiarism is the presentation of the work of another, as one's own work. Discussing your assignments with other students can be a valuable learning resource; however, each student is expected to do their own original work. It is the student's responsibility to prove their work is original, if challenged.

All students are required to follow the provisions of the UNCG Academic Integrity Policy (<https://osrr.uncg.edu/academic-integrity/>) in completing coursework. If you do not know the provisions of the Academic Integrity Policy, make time to study it.

## HEALTH AND WELLNESS:

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Health and well-being have a big impact on your learning and academic success. Throughout your time at UNCG, you may experience a range of concerns that impact your personal and academic success. These might include illnesses, strained relationships, anxiety, high levels of stress, alcohol or drug concerns, crime victimization, feeling down, loss of motivation, or death of a loved one. It is OK TO ASK FOR HELP! Student Health Services (SHS), Counseling & Psychological Services, Spartan Well-Being, Spartan Recovery, and the Campus Violence Response Center (CVRC) are here on campus to provide you the support you need and deserve. Learn about free, confidential mental health, well-being and advocacy services available on campus through Counseling & Psychological Services (336-334-5874, <https://shs.uncg.edu/cc>) Spartan Well-Being (<https://shs.uncg.edu/spartan-well-being>) and CVRC (336-334-9839, [cvrc.uncg.edu](http://cvrc.uncg.edu)). For preventative and acute healthcare, SHS offers a primary medical clinic, full pharmacy and over-the-counter medications (336-334-5340, <https://shs.uncg.edu/clinic>). For students in recovery from alcohol and other drug addiction, Spartan Recovery offers recovery support services (<https://shs.uncg.edu/srp>; [SRP@uncg.edu](mailto:SRP@uncg.edu)). You can also visit any of these services in person at the Anna M. Gove Student Health Center at 107 Gray Drive. You NEVER have to struggle alone!

## ATTENDANCE POLICY

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Students are expected to attend every **face-to-face** class session. Each student is responsible for all the information and announcements that are made in class. <https://catalog.uncg.edu/academic-regulations-policies/university-policies/>.

## RELIGIOUS HOLIDAYS:

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It is expected that instructors will make reasonable accommodations for students who have conflicts due to religious obligations. Please make arrangements with the instructor in advance of any conflict. For more information on UNCG's Religious Obligations policy, visit [UNCG's Religious Obligations Policy](#).

**ACADEMIC ACCOMMODATIONS:**

The University of North Carolina at Greensboro respects and welcomes students of all backgrounds and abilities. If you feel you will encounter any barriers to full participation in this course due to the impact of a disability, please contact the Office of Accessibility Resources and Services (OARS). The OARS staff can meet with you to discuss the barriers you are experiencing and explain the eligibility process for establishing academic accommodations. You can learn more about OARS by visiting their website at <https://ods.uncg.edu/> or by calling 336-334-5440 or visiting them in Suite 215, EUC.

**ELASTICITY STATEMENT:**

It is the intention of the instructor that this syllabus and course calendar will be followed as outlined; however, as the need arises, there may be adjustments to the syllabus and calendar. In such cases, the instructor will notify the students in class and via e-mail with an updated syllabus and calendar within a reasonable timeframe to allow students to adjust as needed.

**FLEXIBLE COURSE OUTLINE**

(SUBJECT TO CHANGE DEPENDING UPON THE PROGRESSION OF THE CLASS)

Week	Date	Topics	Reading and Assignment Due
1	Aug-17	Introduction	
2	Aug-24	Crowd-based systems: Crowdsourcing Contests	In-Class Presentation 1
3	Aug-31	Crowd-based systems: Crowdfunding	In-Class Presentation 1
4	Sep-07	Crowd-based systems: Microtasking and Observational Crowdsourcing	In-Class Presentation 1
5	Sep-14	Crowd-based systems: Sharing Economies	In-Class Presentation 1
6	Sep-21	Crowd-based systems: Knowledge Sharing Communities	In-Class Presentation 1
7	Sep-28	Reputation and Recommendation Systems	In-Class Presentation 1
8	Oct-05		In-Class Presentation 1
9	Oct-12	<b>Research Proposal Presentation</b>	<b>Research Proposal Report Due</b>
10	Oct-19	Darkside of Social Media (e.g., Mininformation)	In-Class Presentation 1
11	Oct-26		In-Class Presentation 1
12	Nov-02	Video Games (tentative)	In-Class Presentation 1
13	Nov-09		In-Class Presentation 1
14	Nov-16	<b>Final Paper Presentation</b>	<b>Final Paper Report Due</b>
	Nov-23	Thanksgiving Holiday	
Exam Week (Dec 1 <sup>st</sup> )		Final Paper Revision	Final Paper Revision Due

The syllabus operates as our document of mutual understanding; it represents our agreement. Changes may be made to it as our progress dictates. Such changes will be discussed in class, and class members will be responsible for all changes.