



# All One Needs to Know About Social Media

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## Course Overview

### Course Overview and Introduction

All One Needs to Know about Social Media (also known as Social Media and Social VR) is a postgraduate course that immerses students in the evolving ecosystem of social media and its applications across creative practice. Blending human-led instruction with AI-driven teaching assistants and lecturers, the course explores how creators ideate, produce, and distribute content in networked environments. A distinctive feature is its multi-university collaboration: students co-create and discuss with peers from partner institutions worldwide inside a shared Metaverse Classroom in VR, experiencing truly cross-cultural production workflows and critiques. Students engage critically and practically with platform logics, audience behaviors, and emerging technologies, including generative AI, social VR, and Metaverse. Each class includes a seminar session featuring global researchers and student teams presenting current work, giving learners direct exposure to cutting-edge scholarship and practice. Through case and paper analyses and iterative prototyping, participants develop fluency in creative content creation, digital storytelling, multimedia production, gamification for engagement, and data-informed strategy. Emphasis is placed on ethical and responsible creation, accessibility and inclusivity, experimentation, and reflective practice. Students will be capable of designing innovative, research-informed social media experiences that resonate across diverse communities and contexts.

### Our Innovative Learning Environment and Activities

- **Lectures** (Human + AI Digital Teacher co-teaching)
- **AI Teaching Assistant Q and A platform** (demo)
- **Metaverse Classroom in VR**
  - Cross-institution team stand-ups, whiteboarding, and artifact pin-ups
  - Group discussion, sharing, and presentation
- **Global Seminar Series** (every class meeting)
  - Invited researchers, practitioners, and student teams from around the world present current projects and findings.
  - Rotating themes: generative media pipelines, social VR performance, metaverse community design, ethical AI, and more.
  - Moderated Q&A plus reflective takeaways; students post synthesis notes and discussion prompts after each session.
- **Multi-University Collaborative Projects**

- Cross-campus teams design and produce themed campaigns or micro-series, integrating generative AI assets and platform-native formats.
- Roles mirror industry practice (creative lead, producer, strategist, community manager, technologist).
- Milestone critiques occur in VR; asynchronous collaboration supported by shared boards, versioned assets, and analytics dashboards.
- **Interactive activities**
  - Gamified VR game
  - VR storytelling

## Course Intended Outcomes (CILOs)

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

- CILO-1: Analyze and strategically use diverse social media platforms (across Eastern/Western contexts) for creative expression and distribution informed by analytics and precedent research.
- CILO-2: Design and execute innovative, ethical content workflows that leverage generative AI and multimodal tools to produce platform-native artifacts.
- CILO-3: Craft and adapt effective digital stories across formats—including VR and immersive experiences—using audience insights, accessibility, and inclusivity principles.
- CILO-4: Apply gamification and nudge theory to enhance engagement while evaluating and mitigating ethical risks, dark patterns, and safety concerns.
- CILO-5: Conduct and communicate research (quantitative, qualitative, and computational) to inform strategy, measure outcomes with APIs, and iterate creative projects.

## Course Information

**Course Code** EMIA6500R (CWB) and CMAA5022 (GZ) and CSM160021 (Helsinki)

**Credits** 3 credits

**Term** Spring 2026

**Duration** 3 Hours

**Instructional Format** Hybrid (In-Person and Online Zoom/VR)

**Location** Room 223, W1, Metaverse Classroom (GZ);  
Room 6568, Digital Learning Studio, MTPC [Lift 27 and 28] (CWB)

## Assessment Brief and Grading Breakdown

Assignment	%	Format	Requirement
<b>Research Essay/Project</b>	35%	Individual	Not less than 2500 words essay
<b>Hands-on Creative Project</b>	10%	Group	15+10 minutes
Project Report Presentation & Demo	25%	Group	Description and Reflection
<b>Paper Readings &amp; Presentations</b>	20%	Group	15+5 minutes
<b>Participation</b>	10%	Individual	Participation Mark

\* No final exams or midterm exams for our course 😊

## Our Team

### Course Instructor

<b>Course Instructor</b>	Professor Pan HUI
<b>Webpage</b>	<a href="https://panhui.people.ust.hk/">https://panhui.people.ust.hk/</a>
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<b>Office Hours</b>	By Appointment

### Teaching Assistants

HKUST (GZ)

<b>Name</b>	Jia SUN
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HKUST

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## Other Remarks

### Keywords Syllabus

Social Media Strategies, Creative Engagement, Artificial Intelligence Generated Content (AIGC), Visual Storytelling, Content Creation, Branding and Personal Identity, Influencer Marketing, Analytics and Data-Driven Decisions, Cross-platform optimization, Community Building, Cultural Perspectives, Collaboration and Networking, Emerging Trends in Social Media, Social Media for Specific Creative Fields (e.g., art, design), Social Research, Nudge Theory, Gamification

### Recommended Readings

- Some Chapters of
  - Networks, Crowds, and Markets (by Easley and Kleinberg)
  - What on earth should I post? (by Roman Kmenta)
  - Social Media Mining: An Introduction (by Reza Zafarani)
  - Handbook of Research on Digital Media and Creative Technologies
- Interactive Storytelling: 16th International Conference on Interactive Digital Storytelling, ICIDS 2023, Kobe, Japan, November 11-15, 2023, Proceedings, Part I (so as other years)
- Academic Papers (WWW, KDD, CHI, CSCW, ISMAR, IEEE VR etc.) - Update in Canvas from time to time!

### Optional Reading

Depending on students' individual interests and research project topics

TBU on Canvas later

### Academic Integrity

In this course, we are dedicated to upholding the highest standards of academic integrity. We believe that honesty and ethical conduct are foundational to the learning process and

the pursuit of knowledge. All students are expected to adhere to the principles in their academic work based on the Student Conduct and Academic Integrity Chapter in the Handbook for Taught Postgraduate Studies for HKUST-GZ and HKUST.

## Remark

- We will post course announcements to Canvas (Please check regularly for updates)
- Slides will be posted at least 6 hours before the class
- To keep information in line and process synchronized, information will be updated on Canvas
- All assignments will be submitted via Canvas due before 23:59
- The projects will be performed in groups of 3 to 5 students, with recommended groupings across disciplines and talents and cross-campus
- In each class, you will be **introduced to several digital teachers**. Please do not hesitate to share with us your preferences/feelings/experiences/suggestions !