**Introduction to Information Technology and Web Science**

**ITWS 1100**

**Spring 2018**

**Week 6 Assignments**

1. Tuesday February 20, 2018
   1. Guest Lecture on Entrepreneurship – Brian Wasserman
   2. Etiquette!
      1. Arrive on time, laptops closed, pay attention, no food, etc.
2. Thursday February 22, 2018
   1. Read and be prepared to discuss the “Facebook Fake News in the Post-Truth World” case from the Harvard Business School Course Pack.
   2. Research appropriately outside of the case to support your answers.
   3. Prepare to answer the following questions related to the “Facebook” case during class: (Do not submit your answers for these questions in writing. You may however answer and/or take notes and bring to class with you to use for your own reference during the discussion)
      1. What is social networking?
      2. What are network effects?
      3. What are the economics of social networking?
         1. Costs?
         2. Revenue models?
         3. Positives & negatives of the economics?
      4. Why do we see mixed results with social networking platforms/companies?
      5. Who is on Facebook and what is Facebook used for?
      6. What are some competitors/alternatives to Facebook?
      7. How has Facebook sustained success?
      8. What role do social networking companies (i.e. Facebook) play in shaping social interactions?
         1. Does this role conflict with the goals of for-profit organizations?
   4. **Submit the answer to the following “Facebook Fake News in the Post-Truth World” case question in written form by 11:59 AM on Thursday, February 22 on LMS.**
      1. What is the problem with fake news and what should Zuckerberg do about it?
      2. The length of these written answers should be one to two pages, single spaced with 12-point font and standard margins.
      3. Include your name, the course name, the case title, and date in a header at the top of the assignment.
      4. State and clearly answer the written question.
      5. Use qualitative and quantitative arguments from the case and other sources as needed to support your answer.
      6. Use professional English language, spelling, grammar, and referencing. Use the MLA citation format or equivalent. See RPI’s Center for Communications Practices at <http://www.ccp.rpi.edu/> and the associated MLA citation page at <http://bcs.bedfordstmartins.com/resdoc5e/RES5e_ch08_o.html>.
   5. **Lab 3 (Website) due End Of Day (11:59pm) on Thursday February 22**