



Doctoral Program

#OrganizingtheDigital

Relations, Publics, Societies

Course Syllabus



“Theorizing the Digital”

Semester: SS 2020

Course No.: 800984

Lecturers: Leonhard Dobusch, Andrea Hemetsberger, Julia Rapp-Hautz,
Bernd Gössling, Kurt Matzler, Kathrin Figl

Course Coordinating Team

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Course Objectives

This course is designed to develop well-founded knowledge and transdisciplinary perspectives on digitization as well as foster the exchange among participants regarding their PhD projects. We will critically reflect and discuss papers that examine “the digital” from various angles and offer PhD candidates the possibility to discuss their project with the other students and the DP faculty.

The main objective of the course is to equip students with a transdisciplinary lens on digital phenomena and to establish a common basis of knowledge among the participants of the doctoral program #OrganizingtheDigital. Moreover, the specific setting of this course allows participants and faculty members of the DP to share knowledge, insights, develop a common interest and collective identity.

Course Assignments and Evaluation

This course is divided in two parts. The first part will be held in the format of a reading group. The readings are assigned to students, who carefully read and critically evaluate the texts and foment a discussion among course participants. In every session one student acts as discussant of the papers. All students are requested to thoroughly read the papers prior to attending the session in which it is discussed.

As a discussant, students are expected to *not* present the paper but rather to address the following three questions (one slide each):

- What are the key (theoretical) contributions of the text?
- What weaknesses and shortcomings can be identified?
- What new and open questions arise after reading the text?

and foster lively discussions among students and faculty in a friendly atmosphere.

The second part will be a PhD day, where volunteers have the possibility to present their PhD project and discuss it with their colleagues and the faculty.

After the course, participants must hand in a written reflection on which readings were of most relevance for the topic of their dissertation and why. The written course reflection of no more than two pages has to be handed in by July 15, 2020.

Overall grading will be based on the following assessments:

Discussant or thesis presentation	40%
Class participation	20%
Written course reflection	40%

Schedule

SS 2020	Contents	Lecturers/Room
04.03.2020 16:00–17:30	Short introductory lecture and discussion	Dobusch, Hemetsberger UR 3

11.03.2020 16:00-17:30	Session I	Leonhard Dobusch
Reading	Seaver, N. (2019). Captivating algorithms: Recommender systems as traps. <i>Journal of Material Culture</i> , 24(4), 421-436. Ziewitz, M. (2019). Rethinking gaming: The ethical work of optimization in web search engines. <i>Social studies of science</i> , 49(5), 707-731.	UR 3

25.03.2020 16:00-17:30	Session II	Kathrin Figl
Readings	PhD Presentation: Patrick Neef Wojdyski, B.W., Binford, M.T., Jefferson, B.N. (2019): Looks Real, or Really Fake? Warnings, Visual Attention and Detection of False News Articles. <i>Open Information Science</i> 3, 166-180. Pennycook, G., Bear, A., Collins, E.T., Rand, D.G. (2020): The Implied Truth Effect: Attaching Warnings to a Subset of Fake News Headlines Increases Perceived Accuracy of Headlines Without Warnings. <i>Management Science</i> 2020 (21.2.20 online).	online

29.04.2020 16:00-17:30	Session III	Julia Rapp-Hautz, Kurt Matzler
Readings	PhD Presentation: Eva Koczko Ceipek, R., Hautz, J. Matzler, K. Demassis, A. Ardito, L. (under 2nd revision): Digital Transformation through Exploratory and Exploitative Internet of Things Innovations: The Impact of Family Management and Technological Diversification. <i>Journal of Product Innovation Management</i> (dieser Artikel wird nur im Rahmen des Kurses besprochen und steht nicht online zur Verfügung). Ozalp, H., Cennamo, C., Gawer, A. (2018): Disruption in Platform-Based Ecosystems. <i>Journal of Management Studies</i> 55(7), 1203-1241.	online

13.05.2020 16:00-17:30	Session IV	Bernd Gössling
Readings	<p>PhD Presentation: Marilyn Poon</p> <p>Edwards, R., & Fenwick, T. (2016). Digital analytics in professional work and learning. <i>Studies in Continuing Education</i>, 38(2), 213-227.</p> <p>Callan, V. J., Johnston, M. A., & Poulsen, A. L. (2015). How organisations are using blended e-learning to deliver more flexible approaches to trade training. <i>Journal of Vocational Education & Training</i>, 67(3), 294-309.</p>	online

03.06.2020 16:00-17:30	Session V	Andrea Hemetsberger
Readings (optional)	<p>PhD Presentation: Andreas Körner</p> <p>Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. <i>Journal of the Academy of Marketing Science</i>, 48(1), 79-95.</p> <p>Ruckenstein, M., & Granroth, J. (2020). Algorithms, advertising and the intimacy of surveillance. <i>Journal of Cultural Economy</i>, 13(1), 12-24.</p>	online

17.06.2020 09:00-16:00	PhD Presentations	Faculty
Time / Presenters:	<p>9:30 Stephanie Kogler</p> <p>11:00 Jonathan Schöps</p> <p>13:00 Christiane Aufschnaiter</p> <p>14:00 Bianca Schönherr</p> <p>15:30 Monica Nadegger</p>	online