Leopold-Franzens-Universität Innsbruck

Doctoral College #OrganizingtheDigital

Speaker: Univ.-Prof. Dr. Leonhard Dobusch
& Univ.-Prof. Dr. Andrea Hemetsberger

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Innsbruck Doctoral College
Organizing the Digital

Doctoral College
#OrganizingtheDigital
Relations, Publics, Societies

Course Syllabus

"Theorizing the Digital"

https://www.uibk.ac.at/epos/doctoral-college/otd/

Semester:	SS 2022
Course No.:	800984
Lecturers:	Andrea Hemetsberger, Richard Weiskopf
	Theo Hug, Oliver Koll, Nicola Stokburger-Sauer

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 college #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 two to three students act 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 and presentations 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 June 30, 2022.

Overall grading will be based on the following assessments:

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

Schedule

SS 2022	*Content*	*Lecturers/Room*
09.03.2022 16:30–18:00	**Short introductory lecture and discussion**	**Hemetsberger, Weiskopf** BBB

23.03.2022 16:30-18:00	**Session I**	**Richard Weiskopf**
Reading	Weiskopf, R. and Hansen, H.K. (2022): Algorithmic governmentality and the space of ethics: Examples from "People Analytics". *Human Relations* – forthcoming Etter, M., & Albu, O. B.(2021): Activists in the Dark: Social Media Algorithms and Collective Action in Two Social Movement Organizations. *Organization*, *28*(1), 68-91. https://doi.org/10.1177/1350508420961532	BBB

06.04.2022 16:30-18:00	**Session II**	**Theo Hug**
Readings	Hug, Theo (2019): Robots as Friends, Co-Workers, Teachers and Learning Machines – Metaphorical Analyses and Ethical Considerations. In: Eugenia *Smyrnova-Trybulska (ed.): E-learning and STEM Education* (Vol. 11, series on E-Learning, pp. 17–34). Katowice - Cieszyn: Studio No for University of Silesia Student Paper "tba"	BBB

04.05.2020 16:30–18:00	**Session III**	**Andrea Hemetsberger**
Readings	Puntoni, S., Walker Reczek, R., Giesler, M. and Botti, S. (2021): Consumers and Artificial Intelligence: An Experiential Perspective. *Journal of Marketing*, 85(1) 131-151. Student Paper "tba"	SR 12

11.05.2022 16:30–18:00	**Session IV**	**Oliver Koll**
Readings	Huang, M.-H. and Rust, R.T.(2020): A strategic framework for artificial intelligence in marketing. *Journal of the Academy of Marketing Science*, 49, 30–50. Aloisi, A. and De Stefano V. (2021). Essential jobs, remote work and digital surveillance: addressing the COVID-19 pandemic panopticon. International Labour Review – only online. *https://doi.org/10.1111/ilr.12219*	SR 12

01.06.2022 16:30–18:00	**Session V**	**Nicola Stokburger-Sauer**
Readings	Gupta, S. Leszkiewicz, A., Kumar, V., Bijmolt, T. and Potapov D. (2020): Digital Analytics: Modeling for Insights and new Methods. *Journal of interactive Marketing,* 51, 26-43. Denish Shah, B.P.S. Murthi (2021). Marketing in a data-driven digital world: Implications for the role and scope of marketing, *Journal of Business Research*, Volume 125, 772-779.	SR 12

| 15.06.2022 09:30-16:00 | **PhD Presentations @Umbrüggler Alm**

9:30   Monica Nadegger & Milena Leybold
        Poetic Speech acts and multi modality on Insta

10:15 Aleksander Groth
        Empirical findings

10:00 Coffee Break

10:30 Eva Kaczko
        Critical thinking in the CoI framework

12:15 Victoria Sandor
        Collapsing complexities

13:00 Lunch Break

14:00 Alexandra Moisi
        Hosting spaces

14:45 Joint Conclusion | **Faculty** |