



## **Doctoral Program**

### **#OrganizingtheDigital**

Relations, Publics, Societies

Course Syllabus

**“Theorizing the Digital”**



<https://www.uibk.ac.at/orgsoc/otd/>

**Semester:** SS 2021

**Course No.:** 800984

**Lecturers:** Leonhard Dobusch, Andrea Hemetsberger,  
Kerstin Neumann, Ulrich Remus, Richard Weiskopf

## 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 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, 2021.

Overall grading will be based on the following assessments:

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

## Schedule

<b>SS 2021</b>	<b>Contents</b>	<b>Lecturers/Room</b>
<b>03.03.2021</b> <b>16:00–17:30</b>	<b>Short introductory lecture and discussion</b>	<b>Dobusch,</b> <b>Hemetsberger</b>  BBB

<b>17.03.2021</b> <b>16:00-17:30</b>	<b>Session I</b>	<b>Kerstin Neumann</b>
Reading	Barnett, M.L., Henriques, I. and Husted B.W. (2020): The Rise and Stall of Stakeholder Influence: How the Digital Age Limits Social Control. <i>Academy of Management Perspectives Vol. 34, (1), 48–64.</i>  Laaksonen, S., & Porttikivi, M. (2021): Governing with conversation culture – conditioning organizational interaction in a digital social movement. <i>Information, Communication &amp; Society Ahead-of-print, 1-19.</i>	BBB

<b>24.03.2021</b> <b>16:00-17:30</b>	<b>Session II</b>	<b>Ulrich Remus</b>
Readings	Möhlmann, M., Zalmanson, L., Henfridsson, O., Gregory, R. W. (2021): Algorithmic Management Of Work On Online Labor Platforms: When Matching Meets Control. <i>Mis Quarterly, Forthcoming.</i>  Alaimo C, Kallinikos J. (2020): Managing by Data: Algorithmic Categories and Organizing. <i>Organization Studies 1-23.</i>	BBB

<b>28.04.2021</b> <b>16:00-17:30</b>	<b>Session III</b>	<b>Andrea Hemetsberger</b>
Readings	<p>Nieborg D. B., Poell T.(2018): The platformization of cultural production: Theorizing the contingent cultural commodity. <i>New Media &amp; Society</i>.Vol. 20(11):4275-4292.</p> <p>Janice Denegri-Knott, Rebecca Jenkins &amp; Siân Lindley (2020): What is digital possession and how to study it: a conversation with Russell Belk, Rebecca Mardon, Giana M. Eckhardt, Varala Maraj, Will Odom, Massimo Airoidi, Alessandro Caliandro, Mike Molesworth and Alessandro Gandini, <i>Journal of Marketing Management</i>, 36:9-10, 942-971.</p>	BBB

<b>12.05.2021</b> <b>16:00-17:30</b>	<b>Session IV</b>	<b>Leonhard Dobusch</b>
Readings	<p>Burrell, J. (2016): How the machine ‘thinks’: Understanding opacity in machine learning algorithms. <i>Big Data &amp; Society</i>, 3(1), 1-12.</p> <p>Florian Cramer WHAT IS ‘POST-DIGITAL’? Paper only available on OLAT</p>	BBB

<b>02.06.2021</b> <b>16:00-17:30</b>	<b>Session V</b>	<b>Richard Weiskopf</b>
Readings	<p>Weiskopf R. (2020): Algorithmic Decision-Making, Spectrogenic Profiling, and Hyper-Facticity in the Age of Post-Truth (foucaaldien.net)</p> <p>Viera Magalhães, João and Couldry, Nick (2021): Giving by taking away: big tech, data colonialism and the reconfiguration of social good. <i>International Journal of Communication</i>, 15.343–362.</p>	BBB

16.06.2021 09:00-16:00	PhD Presentations	Faculty
Presenters/ Topics:	9.30 Aleksander Groth 10.15 Marilyn Poon 11.30 Renata Santiago Walser 12.15 Milena Leybold & Monica Nadegger 13.00 Samuel Kießling 13.45 Sarah Schwarz 14.30 Michael Wörndle	tba