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Research Platform
Organizations & Society

Doctoral Program

#OrganizingtheDigital

Relations, Publics, Societies

Course Syllabus

"Theorizing the Digital"

Semester:	SS 2019
Course No.:	800984
Lecturers:	Leonhard Dobusch, Andrea Hemetsberger, Theo Hug, Oliver Koll, Kurt Matzler, Martin Messner, Kerstin Neumann, Annette Ostendorf, Nicola Stokburger-Sauer, Günther Pallaver, Ulrich Remus, Richard Weiskopf

Course Coordinating Team

Leonhard Dobusch Phone: +43 512 507 71470 leonhard.dobusch@uibk.ac.at www.uibk.ac.at/iol/organisation/team/leonhard-dobusch	
Andrea Hemetsberger Phone: +43 512 507 72550 andrea.hemetsberger@uibk.ac.at http://www.uibk.ac.at/smt/branding/department/team/hemetsberger.html	

Course Objectives

This course is designed to develop well-founded knowledge and transdisciplinary perspectives on digitization. We will critically reflect and discuss papers that examine "the digital" from various angles.

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

The course 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 students act as discussants 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.

After the lecture, 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, 2019.

Overall grading will be based on the following assessments:

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

Schedule

SS 2019	Contents	Lecturers/Room
06.03.2019 **16:30–18:00**	**Short introductory lecture and discussion**	**Dobusch, Hemetsberger** SR 14
13.03-2019 **16:30-18:00**	**Session I**	**Dobusch**
Reading	Stalder, F. (2018): The Digital Condition. Wiley, https://www.wiley.com/en-us/The+Digital+Condition-p-9781509519590	SR 14
20.03.2019 **16:30-18:00**	**Session II**	**Dobusch, Neumann**
Readings	Elliot, S. (2011). Transdisciplinary perspectives on environmental sustainability: a resource base and framework for IT-enabled business transformation. *Mis quarterly*, *35*(1), 197-236. Vergne, J. P., Wernicke, G., & Brenner, S. (2018). Signal Incongruence and Its Consequences: A Study of Media Disapproval and CEO Overcompensation. *Organization Science, 29*(5), 796–817.	SR 14
27.03.2019 **16:30-18:00**	**Session III**	**Hemetsberger, Remus**
Readings	Mazmanian, M., Orlikowski, W. J., & Yates, J. (2013). The autonomy paradox: The implications of mobile email devices for knowledge professionals. *Organization Science*, *24*(5), 1337-1357. Dery, K., Kolb, D., & MacCormick, J. (2014). Working with connective flow: how smartphone use is evolving in practice. *European Journal of Information Systems*, *23*(5), 558-570.	SR 14
03.04.2019 **16:30-18:00**	**Session IV**	**Hemetsberger, Koll**
Readings	Ballantyne, D., & Nilsson, E. (2017). All that is solid melts into air: the servicescape in digital service space. *Journal of Services Marketing*, *31*(3), 226-235. Ailawadi, K. L., & Farris, P. W. (2017). Managing multi-and omni-channel distribution: metrics and research directions. *Journal of Retailing, 93*(1), 120-135.	SR 14

10.04.2019 16:30-18:00	**Session V**	Dobusch, Weiskopf
Readings	Zuboff, S. (2015). Big other: surveillance capitalism and the prospects of an information civilization. *Journal of Information Technology*, *30*(1), 75-89. Newell, S., & Marabelli, M. (2015). Strategic opportunities (and challenges) of algorithmic decision-making: A call for action on the long-term societal effects of 'datification'. *The Journal of Strategic Information Systems*, *24*(1), 3-14.	SR 14
08.05.2019 16:30-18:00	**Session VI**	Hemetsberger, Hug
Readings	Hug, T. (2013). On the medialization of knowledge in the digital age. *International Journal of Humanities and Social Science*, *3*(11), 22-35. Grassmuck, V. (2012). The Sharing Turn. In W. Sützl et al. (eds.), *Media, Knowledge and Education: Cultures and Ethics of Sharing* (pp. 17-34). Innsbruck: iup. Online: https://www.uibk.ac.at/iup/buch_pdfs/9783902811745.pdf	SR 5
15.05.2019 16:30-18:00	**Session VII**	Dobusch, Messner
Readings	Scott, S. V., & Orlikowski, W. J. (2012). Reconfiguring relations of accountability: Materialization of social media in the travel sector. *Accounting, Organizations and Society, 37*(1), 26-40. Kornberger, M., Pflueger, D., & Mouritsen, J. (2017). Evaluative infrastructures: Accounting for platform organization. *Accounting, Organizations and Society*, *60*, 79-95.	SR 5
22.05.2019 16:30-18:00	**Session VIII**	Hemetsberger
Readings	Hoffman, D. L., & Novak, T. P. (2017). Consumer and object experience in the internet of things: An assemblage theory approach. *Journal of Consumer Research*, *44*(6), 1178-1204. Klostermann, J., Plumeyer, A., Böger, D., & Decker, R. (2018). Extracting brand information from social networks: Integrating image, text, and social tagging data. *International Journal of Research in Marketing*, *35*(4), 538-556.	SR VII (Theologie)

29.05.2019 16:30-18:00	**Session IX**	**Hemetsberger, Stokburger-Sauer**
Readings	Eckhardt, G. M., & Bardhi, F. (2015). The sharing economy isn't about sharing at all. *Harvard Business Review*, *28*(01), 2015. Trenz, M., Frey, A., & Veit, D. (2018). Disentangling the facets of sharing: a categorization of what we know and don't know about the Sharing Economy. *Internet Research*, *28*(4), 888-925.	SR 5
05.06.2019 16:30-18:00	**Session X**	**Dobusch, Matzler**
Readings	McIntyre, D. P., & Srinivasan, A. (2017). Networks, platforms, and strategy: Emerging views and next steps. *Strategic Management Journal, 38*(1), 141-160. Van Alstyne, M. W., Parker, G. G., & Choudary, S. P. (2016). Pipelines, platforms, and the new rules of strategy. *Harvard Business Review, 94*(4), 54-62.	SR 5
12.06.2019 16:30-18:00	**Session XI**	**Dobusch, Pallaver**
Readings	Allcott, H., & Gentzkow, M. (2017). Social Media and Fake News in the 2016 Election. *Journal of Economic Perspectives,* 31 (2), 211–236. Mebane Jr, W. R., Pineda, A., Woods, L., Klaver, J., Wu, P., & Miller, B. (2017, April). Using Twitter to Observe Election Incidents in the United States. In *Annual Meeting of the Midwest Political Science Association, Chicago*.	SR 5
19.06.2019 16:30-18:00	**Session XII**	**Hemetsberger, Ostendorf**
Readings	Gasevic, D., Dawson, S., & Siemens, G. (2015). Let's not forget: Learning analytics are about learning. *Tech Trends, 59*(1), 64-71. Pardo, A., & Siemens, G. (2014). Ethical and privacy principles for learning analytics. *British Journal of Educational Technology*, *45*(3), 438-450.	SR 13
26.06.2019 16:30-18:00	**Summarizing discussion and outlook**	**Dobusch, Hemetsberger** SR 5