



GJELDER FOR STUDIEÅRET 2014/2015

## ELE 3766 Social Networks and Communities

### Studium

Valgkurs

### Kursansvarlig

Christian Fieseler

### Institutt

Institutt for kommunikasjon og kultur

### Semester

Se studieplan for aktuelt studium

### Studiepoeng

7,5

### Undervisningsspråk

Engelsk

### Innledning

### Læringsmål

### Forkunnskaper

### Obligatorisk litteratur

#### Bøker:

Kadushin, Charles. 2012. Understanding social networks : theories, concepts, and findings. Oxford University Press

#### Annet:

Articles available on Itslearning

### Anbefalt litteratur

#### Bøker:

Howe, Jeff. 2009. Crowdsourcing : why the power of the crowd is driving the future of business. Crown Business  
Palfrey, Jeffrey and Urs Gasser. 2012. Interop : the promise and perils of highly interconnected systems. Basic books

Shirky, Clay. 2011. Cognitive surplus : creativity and generosity in a connected age. Penguin Books

#### Artikler:

Borgatti, S.P. & Foster, P. 2003. The network paradigm in organizational research : a review and typology. Journal of Management. 29(6). 991-1013

Boyd, D. & Ellison, N. B. 2007. Social network sites : definition, history, and scholarship. Journal of Computer-Mediated Communication. 13(1). 210-230

Enders, A., H. Hungenberg, H.P. Denker, S. Mauch. 2008. The Long Tail of Social Networking : Revenue Models of Social Networking Sites. European Management Journal. 26(3). 199-211

Granovetter, M. (1973). 1973. The strength of weak ties. American Journal of Sociology, 78(6). 1360-1380

Kaplan, A.M., Haenlein, M. 2010. Users of the World, Unite! The Challenges and Opportunities of Social Media. Business Horizons, 53(1). 59-68

Kietzmann, J.H., Hermkens, K., McCarthy, I.P., Silvestre, B.S. 2011. Social Media? Get Serious! Understanding the Functional Building Blocks of Social Media. Business Horizons, 54(3). 241-251

### Emneoversikt

**Dataverktøy****Lærepromess og tidsbruk****Ressursbruk**

30 hours - Lectures  
9 hours - Presentations  
6 hours - Group work  
45 hours total

**Eksamen****Eksamenskoder(r)****Hjelpemidler til eksamen****Kontinuasjon****Tilleggsinformasjon**