# 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. 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. Vol.54(3). 241-251

**Emneoversikt**

**Dataverktøy**

**Læreprosess og tidsbruk**

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

**Eksamen**

**Eksamenskode(r)**

**Hjelpemidler til eksamen**

**Kontinuasjon**

**Tilleggsinformasjon**