



GJELDER FOR STUDIEÅRET 2016/2017

ELE 3766 Social Networks and Communities

Studium

Exchange Program, 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

Artikkelsamling:

Christian Fieseler. 2016. Collection of 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
Osterwalder, A., Pigneur, Y., Bernada, G., & Smith, A. 2014. Value Proposition Design. Hoboken, NJ: Wiley
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