



## **Innsbruck Doctoral College**

### **#OrganizingtheDigital**

Relations, Publics, Societies

Course Syllabus

“Theorizing the Digital”

<https://www.uibk.ac.at/epos/doctoral-college/otd/>

**Semester:** SS 2023

**Course No.:** 800984

**Lecturers:** Leonhard Dobusch, Andrea Hemetsberger  
Tabea Bork-Hüffer, Bernd Gössling, Martin Messner,  
Kerstin Neumann

## 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 college #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, 2023.

Overall grading will be based on the following assessments:

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

## Schedule

<b>SS 2023</b>	<b>Content</b>	<b>Lecturers/Room</b>
<b>14.03.2023</b> <b>16:45 –18:15</b>	<b>Short introductory lecture and discussion</b>	<b>Dobusch,</b> <b>Hemetsberger</b>  SR 15, SOWI

<b>28.03.2023</b> <b>16:45 –18:15</b>	<b>Session I</b>	<b>Andrea</b> <b>Hemetsberger</b>
Reading	Schöps, Jonathan D., Christian Reinhardt, and Andrea Hemetsberger (2022), "Sticky market webs of connection – human and nonhuman market co-codification dynamics across social media," <i>European Journal of Marketing</i> , 56 (13), 78–104.	SR 15, SOWI

<b>25.04.2023</b> <b>16:45 –18:15</b>	<b>Session II</b>	<b>Martin Messner</b>
Readings	L. Goretzki, M. Messner, M. Wurm (Working Paper) "Identity narratives and work experiences of data scientists".	15, SOWI

<b>09.05.2023</b> <b>16:45 –18:15</b>	<b>Session III</b>	<b>Kerstin Neumann</b>
Readings	Van Houwelingen, Gijs; Stoelhorst, J.W. (Revision) "Digital is Different: Digitalization Undermines Stakeholder Relations Because It Impedes Firm Anthropomorphization"	SR 15, SOWI

<b>16.05.2023</b> <b>16:45 –18:15</b>	<b>Session IV</b>	<b>Bernd Gössling</b>
Readings	Cattaneo, Alberto A. P. / Gurtner, Jean-Luc / Felder, Joris (2021): Digital tools as boundary objects to support connectivity in dual vocational education. Towards a definition of design principles. In: Kyndt, Eva / Beusaert, Simon / Zitter, Ilya (Eds.): Developing Connectivity between Education and Work. Principles and Practices London: Routledge. 137-157.	SR 15, SOWI

<b>30.05.2023</b> <b>16:45 –18:15</b>	<b>Session V</b>	<b>Tabea Bork-Hüffer</b>
Readings	TBA	SR 15, SOWI

<b>13.06.2023</b> <b>09:00-16:00</b>	<b>PhD Presentations @Umbrügler Alm</b>	<b>Faculty</b>
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