

Two-day doctoral seminar, Wednesday 2nd and Thursday 3rd December 2015

Organized by:
Graduate School of Software Systems and Engineering (SoSE)
University of Oulu, Department of Information Processing Science
www.sose.oulu.fi

Doing research on social media

Post-Doctoral Researcher Matti Mäntymäki, Turku School of Economics, Finland

The seminar is open for all. Please register in advance: liisa.kuonanoja@oulu.fi

Date:

Wednesday 2nd December, 8.15-11, IT134

Wednesday 2nd December, 12.00-17, SÄ116

Thursday 3rd December, 8.15-11.00, IT105

Thursday 3rd December, 11.00-16.00, GO102

The classrooms are at University of Oulu.

Course abstract

Social media has become omnipresent in our society. Hence, it is important to understand how and why social media affects people and societies. The course offers insights on contemporary and emerging themes around social media from individual, business, and societal standpoints. We will also discuss social media phenomena from a critical perspective and try to understand the value of social media. Importantly, we will discuss the opportunities and challenges related to conducting research on social media. The course will provide the participants a starting point to critically evaluate the phenomena surrounding social media and to identify research opportunities on the area.

Instructor

Matti Mäntymäki is a post-doctoral researcher at Turku School of Economics, Finland. His research interests include social media, digital natives, and virtual worlds. His research has been published in journals such as *Journal of Systems and Software*, *Journal of Medical Internet Research*, *International Journal of Information Management*, *Computers in Human Behavior*, and *Behaviour & Information Technology*.

Schedule (changes may apply)

Day 1

- 8.15-11.00 Foundations and basic premises
- Concepts, phenomena & platforms
 - Trends and contemporary themes
 - Critical perspectives
- 12.00-17.00 Doing research on social media Part 1
- Theories, Methods & Data
 - Case studies & discussion

Day 2

- 8.15-11.00 Doing research on social media Part 2
- Opportunities & challenges
 - Case studies & discussion
- 12.00-16.00 Future trajectories & wrap-up
- Workshop & discussion

Materials

Collection of articles. To ensure active discussion and reflection, doctoral students attending the course are requested to familiarize themselves with the articles in advance.

Articles

- Beck, R., Pahlke, I., and Seebach, C. 2014, "Knowledge Exchange and Symbolic Action in Social Media-Enabled Electronic Networks of Practice: A Multilevel Perspective on Knowledge Seekers and Contributors1," *MIS Quarterly* (38:4), pp. 1245-1270.
- Kramer, A. D. I., Guillory, J. E., and Hancock, J. T. 2014, "Experimental Evidence of Massive-Scale Emotional Contagion through Social Networks," *Proceedings of the National Academy of Sciences* (111:24), pp. 8788-8790.
- Krasnova, H., Widjaja, T., Buxmann, P., Wenninger, H., and Benbasat, I. 2015, "Why Following Friends can Hurt You: An Exploratory Investigation of the Effects of Envy on Social Networking Sites among College-Age Users," *Information Systems Research* (26:3), pp. 585-605.
- Leonardi, P. M. 2015, "AMBIENT AWARENESS AND KNOWLEDGE ACQUISITION: USING SOCIAL MEDIA TO LEARN "WHO KNOWS WHAT" AND "WHO KNOWS WHOM", " *MIS Quarterly* (39:4), pp. 747-762.
- Mäntymäki, M., and Riemer, K. 2014, "Digital Natives in Social Virtual Worlds: A Multi-Method Study of Gratifications and Social Influences in Habbo Hotel," *International Journal of Information Management* (34:2), pp. 210-220.
- Oh, O., Eom, C., and Rao, H. R. 2015, "Role of Social Media in Social Change: An Analysis of Collective Sense Making during the 2011 Egypt Revolution," *Information Systems Research* (26:1), pp. 210-223.