

SPLETNE SKUPNOSTI

UČNI NAČRT PREDMETA/COURSE SYLLABUS

Predmet: Spletne skupnosti

Course title: Online communities

Članica nosilka/UL Member: UL FDV

Študijski programi in stopnja	Študijska smer	Letnik	Semestri	Izbirnost
Digitalno jezikoslovje, druga stopnja, magistrski		1./2.	2. semester/4. semester	izbirni

Univerzitetna koda predmeta/University course code: 0101020

Predavanja /Lectures	Seminar /Seminar	Vaje /Tutorials	Klinične vaje /Clinical tutorials	Druge oblike študija /Other forms of study	Samostojno delo /Individual student work	ECTS
30	30	0	0	0	120	6

Nosilec predmeta/Lecturer: Gregor Petrič

Vrsta predmeta/Course type: Izbirni/Elective

Jeziki/Languages:	Predavanja/Lectures:	Slovenščina
	Vaje/Tutorial:	

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Pogoj za vključitev v delo je vpis v letnik študija.

Pogoj za pristop k izpitu je pozitivno opravljena seminarska naloga in pozitivno ocenjena poročila v obliki spletnih dnevnikov.

Prerequisites:

Students are allowed to participate in the course provided that they have completed the enrolment procedure. Prerequisites for the exam are positive graded seminar paper and reports in the form of online diaries.

Vsebina:

Preko predstavitve (1) paradigem, konceptov in metafor, (2) spletnih skupnosti kot družbene strukture ter (3) izbranih poglavij iz literature o spletnih skupnostih bodo študenti spoznati naslednje vsebine: (1) skupnost v klasični in moderni sociološki teoriji; zgodovina in tipologija skupnosti na internetu;

Content (Syllabus outline):

Through the presentation of (1) paradigms, concepts and metaphors, (2) online communities as social structure, and (3) selected chapters from the literature on online communities students will learn about the following topics: (1) community within classical and modern sociological theory; history and typology of

virtualne, kibernetske, spletne skupnosti, spletna socialna omrežja; sociološki, komunikološki, ekonomski, politični, družboslovno-informatični pristopi k obravnavi spletnih skupnosti; spletna skupnost kot družbeno-tehnični sistem; (2) teorije kolektivnega delovanja, teorije majhnih skupin, teorije deliberativnosti; samo predstavitveni elementi, normativne strukture in socialna interakcija; uporabniški vidik: motivi, načini in dejavniki participacije, medosebni odnosi, novi vs. stari uporabniki; kolektivni vidik: socialni kapital, družbena kohezija, izmenjava socialne opore, zaupanje, trajnostni razvoj; (3) odklonske oblike delovanja in nezakonite vsebine: sovražni govor, nezaželenе vsebine, zloraba osebnih podatkov; spletna skupnost kot sredstvo in prostor družbene in politične participacije; spletna skupnost kot poslovni model in vir ekonomske moči; spletne skupnosti v organizacijah ter (4) pristopi in metode za analizo spletnih skupnosti v družboslovju.

Predmet študente seznani tudi z orodji za načrtovanje in upravljanje spletnih skupnosti: izbor programske opreme, design, izgled in uporabniške prilagoditve; optimizacija samo predstavitvenih elementov, normativnih struktur in pravil ter reputacijskih mehanizmov; učinkovita administracija, moderiranje in urejanje vsebin; ekonomski vidik: monetizacija, oglaševanje, optimizacija vsebin z vidika spletnih iskalnikov.

the online community: virtual, cyber, online communities, online social networks; online communities studied through the lens of sociology, communication science, economy, political science and social informatics; online community as socio-technical system; (2) theories of collective action, theories of small groups, theories of deliberation; elements of self-presentation; normative structures and social interaction; user perspective: motives, modes and factors of participation, interpersonal relations, new vs. old users; collective aspect: social capital, social cohesion, exchange of social support, trust, sustainable development; (3) deviant forms of actions and illegal contents: hate speech, spam, misuse of personal data; online community as a means and space of social and political participation; online community as business model and source of economic power; online communities within organizations and (4) approaches and models for analysing online communities in social sciences.

The course introduces students with tools for designing and managing online communities: software selection, design, layout and user adjustments; optimization of self-presentation elements, normative structures and rules, and reputation mechanisms; effective administration, moderating and managing content; economic aspect: monetisation, advertising, content optimisation from the perspective of search engines.

Temeljna literatura in viri/Readings:

Obvezna literatura / Required readings:

1. Kraut, Robert E., Paul Resnick in Sara Kiesler. (2012). Building successful online communities: evidence-based social design. London: Cambridge.
2. Tönnies, F. (1999). Skupnost in družba: Temeljni pojmi čiste sociologije. Ljubljana; FDV, 1999.

Dodatna literatura / Additional reading:

1. Preece, J. (2000). Online communities: designing usability, supporting sociability. New York: Wiley.
2. O'Keefe, P. (2008). Managing online forums: everything you need to know to create and run successful community discussion boards. New York: AMACOM.
3. Wenger, E., McDermott, R., Snyder, W. (2002). Cultivating communities of practice. Boston, MA: Harvard Business School Publishing.

Cilji in kompetence:

Temeljni cilj predmeta je študente na sistematičen in celovit način seznani z razumevanjem internetnih prostorov za skupinsko komuniciranje in izmenjavo informacij, ki jih poznamo pod imenom spletna skupnosti. Študenti se pri predmetu spoznajo z aktualnimi opredelitvami in pristopi k razumevanju spletnih skupnosti, s pomočjo teorij kolektivnega delovanja, majhnih skupin in deliberativnosti se seznani s ključnimi skupinskimi, normativnimi in

Objectives and competences:

Main objective of the course is to systematically and comprehensively provide students with understanding of internet spaces for group communication and information exchange, known under the term online communities. Students will get familiar with current definitions and approaches to the understanding of online communities, through the theories of collective action, small groups and the theory of deliberation they will get familiar with the main group, normative

komunikacijskimi procesi v spletnih skupnostih ter tehničnimi in družbenimi dejavniki, ki vplivajo na proces družbene integracije med njenimi člani. Predmet študente usposablja za samostojno načrtovanje, vzpostavitev, upravljanje in moderiranje struktur in procesov v spletnih skupnosti kot tudi osnovnih metod za analizo teh družbenih prostorov (npr. ankete, spletna analitika, analiza vsebine, podatkovno rudarjenje in avtomatiziran zajem podatkov).

Študenti bodo v okviru predmeta pridobili naslednje kompetence:

- Sposobnost analitičnega razlikovanja med konceptualnimi opredelitvami in razlagami fenomena spletnih skupnosti.
- Sposobnost interdisciplinarne obravnave in razumevanja skupinskih, normativnih in komunikacijskih procesov v spletnih skupnostih.
- Poznavanje osnov načrtovanja spletnih skupnosti in moderiranja družbenih procesov znotraj njih.
- Osnove uporabe najpogostejših metod za zbiranje podatkov in analizo družbenih procesov znotraj spletnih skupnosti.
- Sposobnost uporabe spletnih skupnosti v praksi za dostop in izmenjavo informacij, znanja in socialne opore na različnih družbenih področjih.

Predvideni študijski rezultati:

Izhajajoč iz študijskih rezultatov pri predhodnih predmetih na programu, so rezultati pri predmetu Spletne skupnosti naslednji:

1. Razumevanje: prepoznati, pojasniti, primerjati, opisati, obravnavati spletne skupnosti kot socio-tehnične sisteme ter njihov razvoj, delovanje, načrtovanje, upravljanje ter z njimi povezane družbene procese na kolektivni in individualni ravni.
2. Uporaba: aplicirati, oceniti, pokazati, razviti, raziskati, interpretirati, upravljati, pripraviti, načrtovati, opisati, uporabiti teorije družbenih procesov v praksi, pri izvedbi empiričnih študij, načrtovanju in upravljanju normativnih struktur in komuniciranja v spletnih skupnostih ter pri izmenjavi informacij in znanj pri timske delu.
3. Analiza: teoretično ovrednotiti, primerjati, preučiti ter empirično analizirati kompleksnost izbranih družbenih struktur in procesov znotraj spletnih skupnosti.
4. Sinteza: razviti, zasnovati, uveljaviti, pojasniti in integrirati na empiričnih podatkih utemeljene rešitve

and communication processes in online communities, and technical and social factors influencing the process of social integration among its members. The course introduces students to the independent design, creation, managing and moderating of structures and processes in online communities and basic methods for analysing those social spaces (e.g. surveys, web analytics, content analysis, data mining and automated data acquisition).

Students will gain the following competencies through the course:

- The ability of the analytical distinction between the conceptual definitions and explanations of the phenomenon of online communities.
- The ability of interdisciplinary consideration of group, normative and communicational processes in online communities.
- Basic knowledge in designing online communities and moderating social processes within online communities.
- Introduction to the use of the most common methods for gathering and analysing data on social processes within online communities.
- The ability to use online communities to access to and exchange of information, knowledge and social support on various fields of society.

Intended learning outcomes:

Considering the study results of other courses on the study programme, the results of the Online communities course are as follows:

1. Comprehension: recognise, clarify, contrast, describe, discuss online communities as socio-technical systems and their development, functioning, design, management and related social processes on collective and individual level.
2. Application: apply, assess, demonstrate, develop, examine, interpret, manipulate, prepare, schedule, sketch, use social processes theories in practice, when implementing empirical studies, designing and managing normative structures and communication in online communities as well as when exchanging information and knowledge in teamwork.
3. Analysis: theoretically evaluate, compare, examine and empirically analyse the complexity of selected social structures and processes within online communities.

za optimizacijo uporabniške izkušnje in upravljaljskih strategij, vezanih na različne oblike spletnih skupnosti.

4. Synthesis: develop, devise, establish, explain and integrate solutions for optimization of the user experience and management strategies, based on empirical data, associated with various forms of online communities.

Metode poučevanja in učenja:

Predavanja, seminarji, individualne in skupinske naloge, javni in spletni nastopi, razprave.

Learning and teaching methods:

Lectures, seminars, individual and group assignments, public and online presentations, discussions.

Načini ocenjevanja:**Delež/Weight****Assessment:**

Končno oceno sestavljata uspešno ocenjen pisni izpit	40,00 %	The final grade consists of successful completion of written exam
seminarska naloga	40,00 %	seminar paper
poročila.	20,00 %	report.

Ocenjevalna lestvica:**Grading system:****Reference nosilca/Lecturer's references:**

PETROVČIČ, Andraž, FORTUNATI, Leopoldina, VEHOVAR, Vasja, KAVČIČ, Matic, DOLNIČAR, Vesna. Mobile phone communication in social support networks of older adults in Slovenia. Telematics and informatics, Nov. 2015, vol. 32, no. 4, str. 642-655.

NAP, H. H., LOZAR MANFREDI, Katja, DOLNIČAR, Vesna, et al. Older people's perceptions and experiences of a digital learning game. Gerontechnology, ISSN 1569-111X. [Online ed.], 2015, vol. 13, no. 3, str. 322-331.

FILIPOVIČ HRAST, Maša, DOLNIČAR, Vesna. Sense of community and the importance of values : comparison of two neighborhoods in Slovenia. Journal of urban affairs, ISSN 0735-2166. [Print ed.], 2012, vol. 34, no. 3, str. 317-336.