

## **Infotech Oulu Lecture Series:**

### **Perspectives to social media research**

Lecturer: Matti Mäntymäki, Turku School of Economics

Schedule:

October 30<sup>th</sup> 12.15-15.30, Room L9

October 31<sup>st</sup> 08.15-12.00, Room SÄ102

**Registration via email to [liisa.kuonanoja@oulu.fi](mailto:liisa.kuonanoja@oulu.fi) by Mon 23<sup>rd</sup> Oct**

#### **Theme of the course**

Social media has become virtually omnipresent in most developed and developing societies. One could argue that for many people social media services have become a part of the everyday infrastructure. The massive-scale adoption of social media creates a need to better understand its benefits and opportunities as well as challenges and risks to individuals, organizations, and societies, and vice versa. While, academic research on social media has been developing and accumulating rapidly in the recent years, the field of social media is far from being exhaustively investigated.

The purpose of the course is to support participants' own research activities around and beyond social media. The course provides insights on contemporary and emerging themes related to social media. In particular, opportunities and challenges related to conducting research on social media will be discussed. Information Systems (IS) is used as a disciplinary example of how social media research has evolved over the years and to discuss how disciplinary conventions and traditions manifest themselves in the contemporary social media research. The course will provide the participants a starting point to critically evaluate the phenomena surrounding social media and to identify research opportunities for their own research activities. The course is highly interactive and participant will be actively engaged in discussions.

#### **Topics covered**

- The concept and origins of social media
- Evolution and historical hallmarks
- Trends and contemporary research themes
- Critical perspectives and the dark side of social media
- Social media in Information Systems research
- Doing research on social media, best practices, benchmarks, examples from successful and less successful research initiatives.
- Future research trajectories

#### **Learning methods**

- Lectures
- Group discussions
- Assignments

**Materials**

A collection of articles provided by the instructor. To ensure active and value-adding participation in discussions and interactions during the course, the participants are requested to familiarize themselves with the articles in advance.

**Instructor**

Matti Mäntymäki, is a post-doctoral researcher at Turku School of Economics and an adjunct professor at University of Oulu, Finland. He holds a D.Sc. (Econ. & Bus. Adm.) from Turku School of Economics. He has a 10+-year experience from social media research with focus on themes such as virtual worlds, digital natives, and enterprise social networking, among others. His research has appeared in outlets such as *Journal of Systems and Software*, *Journal of Medical Internet Research*, *Communications of Association for Information Systems*, *International Journal of Information Management*, *Computers in Human Behavior*, and *Behaviour & Information Technology*.