

5.00 credits

30.0 h

Q1

Teacher(s)	Servais Olivier ;
Language :	French
Place of the course	Bruxelles Saint-Louis
Learning outcomes	<p><b>At the end of this learning unit, the student is able to :</b></p> <p><b>Competency 1 - Manage an organisation's presence on social and collaborative media</b></p> <p><i>Learning outcomes :</i></p> <p>1. Analyse prospectively the interactive and collaborative communication of an organisation, its sector of activity and its social, cultural, technological, economic, political and legal context.</p> <p><b>Competence 4 - Mobilise and produce knowledge in interactive and collaborative communication in a relevant and methodical way, within the framework of a critical reflection or a research project</b></p> <p><i>Learning outcomes :</i></p> <p>1. Have a thorough knowledge of the main theoretical and methodological approaches to research on social media and interactive and collaborative communication.</p> <p>2. From multidisciplinary knowledge, develop a critical and informed reflection on the human and societal issues of digital technologies, including legal, deontological and ethical issues</p>

<p>Bibliography</p>	<p>Amichai-Hamburger, Y. (2009). <i>Technology and psychological well-being</i>. Cambridge: Cambridge University Press.</p> <p>Bijker, Wiebe, Hughes, T. &amp; Pinch, T. (Eds.). (2012). <i>The social construction of technological systems</i>. Cambridge: MIT Press.</p> <p>Cardon, D. (2015). <i>À quoi rêvent les algorithmes: Nos vies à l'heure des Big Data</i>. Paris : Seuil.</p> <p>Castelfranchi, C. &amp; Falcone, R. (2010). <i>Trust theory: A socio-cognitive and computational model</i>. Chichester UK: Wiley.</p> <p>Csikszentmihalyi, M. (1990). <i>Vivre. La psychologie du bonheur</i>. Paris : Éditions Robert Lafont.</p> <p>Debray, R. (2000). <i>Introduction à la médiologie</i>. Paris : PUF.</p> <p>De Cock, R., Klein, A., Rosas, O. et al. (2014). <i>Compulsive computer use and knowledge needs in Belgium: A multimethod approach</i>. Ghent: Academia Press.</p> <p>De Lange, M. et al. (Eds.) (2015). <i>Playful identities: The ludification of digital media cultures</i>. Amsterdam: Amsterdam University Press.</p> <p>Floridi, L. (2014). <i>The fourth revolution: How the infosphere is reshaping human reality</i>. Oxford: Oxford University Press.</p> <p>Floridi, L. (Ed.) (2015). <i>The onlife manifesto. Being human in an hyperconnected era</i>. New York: Springer.</p> <p>Fuchs, C. (2014). <i>Social media. A critical introduction</i>. London : Sage.</p> <p>Georges, F. (2009). Représentation de soi et identité numérique. Une approche sémiotique et quantitative de l'emprise culturelle du web 2.0. <i>Réseaux 2</i> (154), 165-193.</p> <p>Harding, J. &amp; Pribram, E. D. (Eds.) (2009). <i>Emotions: A Cultural Studies Reader</i>. London: Routledge.</p> <p>Ingold, T. (1997). Eight themes in the anthropology of technology. <i>Social Analysis: The International Journal of Social and Cultural Practice</i>, 41(1), 106-138.</p> <p>Krzywinska, Tanya, « Blood Scythes, Festivals, Quests, and Backstories: World Creation and Rhetorics of Myth in World of Warcraft », <i>Games and Culture</i>, 2006; 1; 383</p> <p>Lagneaux S., Servais O., « De la traite robotisée au raid d'avatars. Incorporation et virtualisation », <i>Parcours anthropologiques</i>, 2014, 9   -1, 73-101. <a href="https://uclouvain.academia.edu/OlivierServais">https://uclouvain.academia.edu/OlivierServais</a></p> <p>Lazega, E. (1998). <i>Réseaux sociaux et structures relationnelles</i>. Paris : PUF.</p> <p>Manovich, L. (2010). <i>Le langage des nouveaux médias</i>. Paris : Les Presses du réel.</p> <p>Markopoulos, P., de Ruyter, B. &amp; Mackay, W. (Eds.) (2009). <i>Awareness Systems</i>. New York : Springer.</p> <p>Mosco V., <i>The Digital Sublime</i>, MIT Press, 2004, pp. 13-66.</p> <p>Origi, G. (2008). <i>Qu'est-ce que la confiance ?</i> Paris : Vrin.</p> <p>Pentina, I., Zhang, L. &amp; Basmanova, O. (2013). Antecedents and consequences of trust in a social media brand: A cross-cultural study of Twitter. <i>Computers in Human Behavior</i>, 29(4), 1546-1555.</p> <p>Perkins A., <i>Religious Experience in World of Warcraft</i>, Texas State University, San Marcos, Texas May 2011, Mémoire de maîtrise</p> <p>Philippette, T. (2015). La dimension sociocognitive de la jouabilité. Etude des MMORPG en tant qu'artéfacts cognitifs socialement distribués. <i>Interfaces numériques</i>, 4(1), 23-41.</p> <p>Rosas, O. &amp; Dhen, G. (2012). One Self to Rule Them All: Critical Discourse Analysis of Players' Identity Construction in World of Warcraft. In Zagalo, N., Morgado, L., &amp; Boa-Ventura, A. (Eds). <i>Virtual Worlds and Metaverse Platforms: New Communication and Identity Paradigms</i>. Hershey, PA: IGI Global, pp.337-366</p> <p>Servais O., <i>Du décor virtuel à l'avatar métamorphe : les figures de l'animal dans le jeu vidéo World of Warcraft</i>, <i>RELIGIOLOGIQUES</i>, no 32, printemps/automne 2015, 351–394</p> <p>Servais O., « Autour des funérailles dans World of Warcraft. Ethnographie entre religion et mondes virtuels », Collectif, <i>Mutations des religions et identités</i>, Desclée, 2012.</p> <p>Servais O., <i>Cérémonies funéraires dans World of Warcraft. Révélateur des sociabilités en ligne ?</i>, <i>Frontières</i> v28 n2 2017.</p> <p>Servais O., <i>L'eschatologie «No life»</i>. Incorporation et Avatarisation d'érémisme digital, <i>Social Compass</i> 2017, Vol. 64(1) 42–59</p> <p>Servais O., <i>Avatars, guildes et joueurs intensifs De la dépendance à la reliance dans World of Warcraft</i>, in Ceriana Mayneri A., <i>Entre errances et silence</i>, Academia, 2017, 171-197.</p> <p>Schroeder, R. &amp; Axelsson, A-S. (Eds.) (2006). <i>Avatars at Work and Play. Collaboration and Interaction in Shared Virtual Environments</i>. New York: Springer</p>
<p>Faculty or entity in charge</p>	<p>ESPB</p>

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Communication Strategy and Digital Culture (shift schedule)	COMB2M	5		