

PROGRAM

August 1, 2011

Arrival and keynote presentations in plenary session

August 2, 2011 | Workshop sessions I

Working on theoretical issues and research questions

August 3, 2011 | Workshop sessions II

Discussing research designs and application fields

August 4, 2011

Presentation of results in plenary session

Participants

The Summer School is designed for PhD students and post-doctoral researchers within two years after completion of their thesis in psychology or social sciences.

Organizational details

Accommodation and lodging costs will be covered for all participants. Additional funding for travel costs can be provided for a limited number of participants. The Summer School will be hosted in a hotel at the Swabian Alb. A shuttle bus will be provided from Tübingen for arrival and departure.

Application

Please submit an extended abstract of your research (500-1000 words), a short statement about your motivation to take part in an interdisciplinary workshop, including a preference of which track you want to join, and a curriculum vitae, including your subject and degree.

Please send your application to Susann Pfeiffer: s.pfeiffer@iwm-kmrc.de

The deadline is May 1, 2011.

Presented by

Knowledge Media Research Center
Leibniz Graduate School for Knowledge Media Research
WissenschaftsCampus Tübingen

Contact

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Making Sense of Social Media. Empirical Research and Future Directions Swabian Alb, August 1 – 4, 2011

1st joint Summer School of the Leibniz Graduate School
for Knowledge Media Research and the ScienceCampus Tübingen

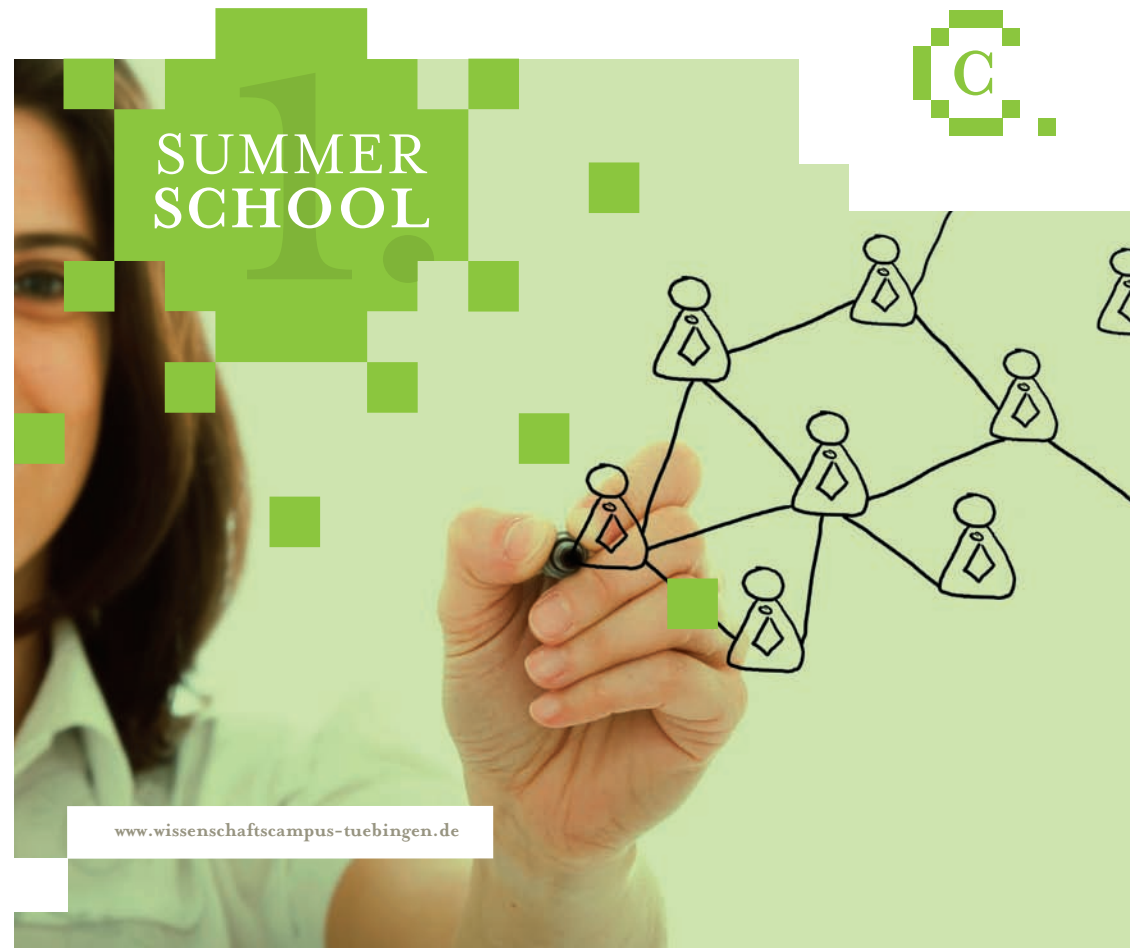


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www.wissenschaftscampus-tuebingen.de

The Leibniz Graduate School for Knowledge Media Research and the ScienceCampus Tübingen are pleased to announce their first joint Summer School for talented junior researchers. The Summer School addresses empirically oriented psychologists and social scientists dealing with questions in the field of Web 2.0 and social media. It presents a unique opportunity for young researchers to meet fellow researchers and learn from outstanding scientific leaders by developing new research ideas. Across three parallel workshop tracks (about 10 participants each), the Summer School »Making Sense of Social Media« provides the framework to discuss recent developments from a scientific point of view, share ideas and gain insights into how we as a research community can make sense of social media.

KEYNOTE SPEAKERS

Robert Kraut

Carnegie Mellon University, Pittsburgh, PA

Judith Donath

Harvard University, Cambridge, MA

TRACK LEADERS

Track I

Sonja Utz | VU University, Amsterdam, NL

Learning about Others – Interpersonal Relationships

Track II

Dan Cosley | Cornell University, Ithaca, NY

Learning from Others – Social Navigation

Track III

Jan Van Aalst | The University of Hong Kong, RC

Learning with Others – Knowledge Building

SUMMER
SCHOOL

Track I

Learning about Others – Interpersonal Relationships

Social networking sites have become the most popular form of social media. They offer potentials to maintain, extend and manage interpersonal relationships both in private and professional life. Social networks and communities rely on users' willingness to learn about the activities and interests of others, and by keeping others informed about one's own offline and online life. The management of interpersonal relationships touches issues such as social identity, strong and weak social ties, and mutual trust. This workshop investigates processes that foster or inhibit the management of interpersonal relationships in social networks. The aim of the workshop is to build the ground for theory-driven development of design principles for online communities.

Track II

Learning from Others – Social Navigation

Users can be easily overwhelmed by the amount of available information in the Web. Therefore, some forms of social media are geared at helping users in finding their way. Social navigation is a principle to address this issue, and it rests on collaborative principles: many users leave information signposts (e.g. via ratings, profiles, and behavioral data), thereby collectively making other users aware of valuable pieces of information. Typical applications that harness the power of the collective through social navigation are recommender systems, awareness tools, and voting systems. They have an impact both on information selection as well as processing of information. This workshop addresses psychological and technological principles that make social navigation click.

Track III

Learning with Others – Knowledge Building

The concept of social media is currently spreading in the areas of learning and education. In accordance to constructivist learning principles, Web 2.0 users now actively build rather than just acquire knowledge and information. Knowledge building constitutes a form of collaborative learning, and it becomes increasingly pervasive in schools, organizations, and everyday life. In this workshop it will be investigated how knowledge building can best be supported in social media contexts. It aims at getting an understanding of the principles that underlie collaborative learning and knowledge building.