



## Subject card

Subject name and code	INFORMATION MANAGEMENT: FROM MANIPULATION TO PROPAGANDA, PG_00060967						
Field of study	Management, Management						
Date of commencement of studies	February 2024	Academic year of realisation of subject			2024/2025		
Education level	second-cycle studies	Subject group			Optional subject group		
Mode of study	Full-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish		
Semester of study	3	ECTS credits			2.0		
Learning profile	general academic profile	Assessment form			assessment		
Conducting unit	Department of Management -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		prof. dr hab. Jan Kreft				
	Teachers		prof. dr hab. Jan Kreft				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		4.0		16.0	50
Subject objectives	Analyzes the issues of information management in the context of information policy with particular emphasis on the interpretation and verification of information						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K7_W04] analyzes complex management problems in an in-depth way on the basis of reliable data and properly selected methods, obtaining logical solutions	analyzes in-depth information management processes, paying particular attention to the possibilities of manipulation, the ability to interpret and verify information			[SW1] Assessment of factual knowledge		
	[K7_K01] recognizes the importance of knowledge related to the field of study in solving cognitive and practical problems	explains cognitive and practical problems in the field of information policy based on the acquired knowledge			[SK5] Assessment of ability to solve problems that arise in practice		
Subject contents	Information management uniqueness of information The value of information Information management and competitive advantage The problem of excess and selection Standards and pathologies of information management Information manipulation and gatekeeping and gatewaching Diffusion of information manipulation Information manipulation and experience management The informative and manipulative role of polls Professionalization of information manipulation Propaganda vs manipulation (case studies)						
Prerequisites and co-requisites							
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
	Essay		51.0%		100.0%		

Recommended reading	Basic literature	<p>Fraś, J. (2011). Zarządzanie informacją elementem budowy przewagi konkurencyjnej e-przedsiębiorstwa. Studia i prace wydziału nauk ekonomicznych i zarządzania, (21)</p> <p>Kreft, J. (2018). Władza algorytmów: u źródeł potęgi Google i Facebooka. Kraków: Wydawnictwo Uniwersytetu Jagiellońskiego</p> <p>Kreft, J. (2021). Władza platform, Wydawnictwo Universitas, Kraków</p> <p>Kreft, J. (2015). Za fasadą społeczności: elementy zarządzania nowymi mediami. Wydawnictwo UJ</p> <p>Krupski R. (1999). Zarządzanie strategiczne, koncepcje i metody, Wydawnictwo AE Wrocław, Wrocław</p>
	Supplementary literature	<p>A. K. Koźmiński, D. Jemielniak, Zarządzanie od podstaw. Podręcznik akademicki, Wydawnictwa Akademickie i Profesjonalne, Warszawa 2008</p> <p>A.Zakrzewska-Bielawska : Podstawy zarządzania. Teoria i ćwiczenia, 2012, Wolters Kluwer</p> <p>Kreft, J., &amp; Fydrych, M. (2018). VI power of Google and Facebook and fake news</p> <p>Koopman, M., Rodriguez, A. M., &amp; Geradts, Z. (2018, August). Detection of deepfake video manipulation. In The 20th Irish machine vision and image processing conference (IMVIP) (pp. 133-136)</p> <p>Cho, C. H., Martens, M. L., Kim, H., &amp; Rodrigue, M. (2011). Astroturfing global warming: It isnt always greener on the other side of the fence. Journal of business ethics, 104(4), 571-587</p>
	eResources addresses	Adresy na platformie eNauczenie:
Example issues/ example questions/ tasks being completed	Analysis of manipulation and propaganda materials	
Work placement	Not applicable	

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