



Subject card

Subject name and code	INFORMATION MANAGEMENT: FROM MANIPULATION TO PROPAGANDA, PG_00061010						
Field of study	Management, Management						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	second-cycle studies		Subject group		Optional subject group		
Mode of study	Part-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 -> Wydziały Politechniki Gdańskiej						
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	16.0	0.0	0.0	0.0	0.0	16
	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	16		4.0		30.0	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	Frąś, J. (2011). Zarządzanie informacją elementem budowy przewagi konkurencyjnej e-przedsiębiorstwa. Studia i prace wydziału nauk ekonomicznych i zarządzania, (21) Kreft, J. (2018). Władza algorytmów: u źródeł potęgi Google i Facebooka. Kraków: Wydawnictwo Uniwersytetu Jagiellońskiego Kreft, J. (2021). Władza platform, Wydawnictwo Universitas, Kraków Kreft, J. (2015). Za fasadą społeczności: elementy zarządzania nowymi mediami. Wydawnictwo UJ Krupski R. (1999). Zarządzanie strategiczne, koncepcje i metody, Wydawnictwo AE Wrocław, Wrocław
	Supplementary literature	A. K. Koźmiński, D. Jemielniak, Zarządzanie od podstaw. Podręcznik akademicki, Wydawnictwa Akademickie i Profesjonalne, Warszawa 2008 A.Zakrzewska-Bielawska : Podstawy zarządzania. Teoria i ćwiczenia, 2012, Wolters Kluwer Kreft, J., & Fydrych, M. (2018). VI power of Google and Facebook and fake news Koopman, M., Rodriguez, A. M., & Geradts, Z. (2018, August). Detection of deepfake video manipulation. In The 20th Irish machine vision and image processing conference (IMVIP) (pp. 133-136) Cho, C. H., Martens, M. L., Kim, H., & 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
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	Analysis of manipulation and propaganda materials	
Work placement	Not applicable	

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