



Subject card

Subject name and code	Information management: from manipulation to propaganda, PG_00072193						
Field of study	Management, Management						
Date of commencement of studies	October 2025	Academic year of realisation of subject				2026/2027	
Education level	second-cycle studies	Subject group				Optional subject group Subject group related to scientific research in the field of study	
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				3.0	
Learning profile	general academic profile	Assessment form				assessment	
Conducting unit	Department of Management -> Faculty of Management and Economics -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)	Subject supervisor	prof. dr hab. Jan Kreft					
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	8.0	16.0	0.0	0.0	0.0	24
	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	24		4.0		47.0	75
Subject objectives	Preparing students to analyze information management processes in the context of manipulation and propaganda, based on knowledge of information policy and standards of information flow, as well as fostering attitudes of responsible information use and critical verification in the context of organizational functioning and the information society.						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
	[K7_U04] prepares and presents convincing, professional presentations of the results of its activities, with their in-depth interpretation		is able to prepare and deliver persuasive presentations of analyses related to information management, including phenomena such as manipulation and propaganda, using professional presentation formats and providing in-depth interpretation and critical evaluation of sources and informational content.			[SU5] Assessment of ability to present the results of task	
	[K7_K01] recognizes the importance of knowledge related to the field of study in solving cognitive and practical problems		is ready to recognize the importance of knowledge about information policy in solving practical problems, particularly through participation in the analysis of cases of information manipulation and propaganda during classes.			[SK5] Assessment of ability to solve problems that arise in practice	
	[K7_W04] analyzes complex management problems in an in-depth way on the basis of reliable data and properly selected methods, obtaining logical solutions		knows and understands information management processes and their complexity in the context of identifying manipulation and interpreting propaganda materials.			[SW1] Assessment of factual knowledge	

Subject contents	Course content – lecture 1. Information management uniqueness of information 2. The value of information 3. Information management and competitive advantage 4. The problem of excess and selection 5. Standards and pathologies of information management 6. Information manipulation and gatekeeping and gatewaching 7. Diffusion of information manipulation 8. Information manipulation and experience management 9. The informative and manipulative role of polls 10. Professionalization of information manipulation 11. Propaganda vs manipulation (case studies)		
	Course content – exercises 1. Information management uniqueness of information 2. The value of information 3. Information management and competitive advantage 4. The problem of excess and selection 5. Standards and pathologies of information management 6. Information manipulation and gatekeeping and gatewaching 7. Diffusion of information manipulation 8. Information manipulation and experience management 9. The informative and manipulative role of polls 10. Professionalization of information manipulation 11. Propaganda vs manipulation (case studies)		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Assignment	60.0%	51.0%
	Class participation	0.0%	10.0%
	Individual project	60.0%	39.0%
Recommended reading	Basic literature	Fraś, 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		
Example issues/ example questions/ tasks being completed	Analysis of manipulation and propaganda materials		
Practical activities within the subject	Not applicable		

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