

<b>Titel</b>	<b>Medien, Daten und sozialer Wandel</b>
<b>Typ</b>	<b>Fachseminar/ Soft Skill Seminar</b>
<b>Veranstalter</b>	<b>netPOL- Netzwerk Politische Kommunikation und Donau Universität Krems</b>
<b>Zeit</b>	<b>4. Mai 2017 15.30-18h, 5. Mai 2017, 9-12h, 13-15h</b>
<b>Ort</b>	<b>HS 6</b>
<b>Sprechstunde</b>	

### Inhalt und Ziele

**Vortragende: Univ. Prof. Dr. Peter Parycek MAS MSc**  
**Dr. Philipp Müller**

**Kursbeschreibung:**

Digitalization is radically changing our world. Following the first generation technological disruptors, computing, the internet, and social media, that have dramatically re-shaped our societies and businesses, we are now confronted with the next generation of disruptors, cloud computing, the internet of things, and analytics/artificial intelligence. These again will transform why we do what we do and how we do that.

Five big transformations have made humanity into what we are today. Small changes in thinking and doing have had big impacts on who we are and where we will end up:

- The cognitive revolution (70,000 years ago) introduced language and thereby allowed bands of humans to better coordinate their hunting and gathering.
- The cultural revolution (35,000 years ago) brought abstract thinking and communication through space and time by introducing the modern forms of art, namely cave paintings, musical instruments such as flutes and drums and sculptures.
- The agricultural revolution actually brought us city-life (10,000 years ago), by allowing humans to stay in one place throughout the year and collaborate in bigger projects. Early cities like Jericho are a tribute to this transformation.
- The scientific revolution (500 years ago) forms the basis of our contemporary means-ends thinking and can-do mentality and has led to what geologists call the anthropocene - the geological age that is to be described through the actions of humans.

With digital transformation, we are confronted with another revolution of a similar magnitude. A world in which in principle every atom has its IP-address and where the combination of data collection, artificial intelligence and crowd-sourcing allow humans to profit from automation and collaborate in ways never seen before, force us to re-think almost anything about who we are. From an academic perspective, these developments allow us to ask exciting new questions and to question the baselines of our thinking. Be that in our epistemologies (from deductive to inductive reasoning), our ontologies (the relationship between the digital and the real world).

We will approach our digital transformation journey by starting out with the philosophical question of how our world is being transformed by digitalization, how the combination of discrete historical forces such as computing, networking, algorithms, sensors, actuators, new organizational approaches, business models,

and management ideas change the situational logics of our worlds. We will then move to how organizational (and societal) strategy is affected by these developments (think blockchain, shoring-strategies, and automatization). Moving on to new types of enterprise architectures and the impact of digitalization on operating models. These are big changes, affecting everything, so we need to focus all our strategic focus on the topic and start translating that what is dear to us into the digital. We have the privilege to live through a big transformation.

#### Ziele:

- understanding of the digital transformation
- main driver of the digital transformation
- principals and concepts of digital communication and participation
- utilization of these concepts and knowledge into research and business concepts

#### Themen und Literatur

#### Non-mandatory, but fun preparatory readings:

Robina Chatham, Kirt Mead, David Moschella's Raising IT's Game through BRM (2016):

<https://d2b327ve0duquu.cloudfront.net/media/assets/Raising%20ITs%20Game%20Through%20BRM.pdf>

Al Ramadan, Christopher Lochhead, Dave Peterson's (2016) Play Bigger: How Pirates, Dreamers, and Innovators Create and Dominate Markets

[https://www.amazon.de/Play-Bigger-Dreamers-Innovators-Dominate/dp/0062407619/ref=sr\\_1\\_1?ie=UTF8&qid=1473800569&sr=8-1&keywords=play+bigger+how+pirates+dreamers+and+innovators+create+and+dominate+markets](https://www.amazon.de/Play-Bigger-Dreamers-Innovators-Dominate/dp/0062407619/ref=sr_1_1?ie=UTF8&qid=1473800569&sr=8-1&keywords=play+bigger+how+pirates+dreamers+and+innovators+create+and+dominate+markets)

Alternatively, read their slightly more technical/boring paper: <https://playbigger.com/files/PlayBiggerTTMCRReport.pdf>

Michael Porter's How Smart, Connected Products Are Transforming Competition was published in 2014. <https://hbr.org/2014/11/how-smart-connected-products-are-transforming-competition>

Co-read the following interview: <http://www.mckinsey.com/industries/high-tech/our-insights/how-the-internet-of-things-could-transform-the-value-chain>

Philipp Müller's, a digital age requires digital machiavellians (EBR 2014)

<http://www.ericsson.com/res/thecompany/docs/publications/business-review/2014/a-digital-age-requires-digital-machiavellians.pdf>

Daniel Lieberman's (2015) Is Exercise Really Medicine? An Evolutionary Perspective. Curr Sports Med Rev. 14: 313-19.

<https://www.fas.harvard.edu/~skeleton/pdfs/2015c.pdf>

Or his fun 2013 book: The Story of the Human Body: [https://www.amazon.de/Story-Human-Body-Evolution-Disease/dp/0141399953/ref=sr\\_1\\_1?ie=UTF8&qid=1473798982&sr=8-1&keywords=story+of+the+human+body](https://www.amazon.de/Story-Human-Body-Evolution-Disease/dp/0141399953/ref=sr_1_1?ie=UTF8&qid=1473798982&sr=8-1&keywords=story+of+the+human+body)

Joshua Cooper Ramo's (2016) The Seventh Sense: Power, Fortune, and Survival in the Age of Networks

[https://www.amazon.de/Seventh-Sense-Fortune-Survival-Networks/dp/0316395056/ref=sr\\_1\\_1?ie=UTF8&qid=1473801028&sr=8-1&keywords=seventh+sense](https://www.amazon.de/Seventh-Sense-Fortune-Survival-Networks/dp/0316395056/ref=sr_1_1?ie=UTF8&qid=1473801028&sr=8-1&keywords=seventh+sense)

Short review:

<https://www.foreignaffairs.com/reviews/capsule-review/2016-04-14/seventh-sense-power-fortune-and-survival-age-networks>

<http://kk.org/books/the-inevitable/> (the book was just published in May 2016 and Kevin Kelly has been driving the discourse for the last 30 years). A fun introduction into Kevin Kelly's thinking in the book can be found here: <https://www.youtube.com/watch?v=pZwq8eMdYrY>

<http://dontapscott.com/books/blockchain-revolution/> (the book came out in April 2016 and is radically transforming how we think about organization in general).

There are many introductions to Don's thinking available on the web. I like his video introductions:

[https://www.youtube.com/watch?v=7ZMzJqi44zU&list=PLbg5Ls9\\_xLbMUOfaLPIMFcj5p7A-RPTIT](https://www.youtube.com/watch?v=7ZMzJqi44zU&list=PLbg5Ls9_xLbMUOfaLPIMFcj5p7A-RPTIT)

## Bewertung

**Prüfungsform:**

Case Study