Designing innovative networking events. From cognitive to social networks

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Lukas graduated in organizational behavior and completed his doctorate in applied network analysis. He focuses on the topics of social network analysis, innovation management and improvisation.

Günther graduated in psychology at the University of Vienna. His research activities focus on implicit cognition in organizations and Human-Computer-Interaction.

In this workshop we will explore how to design innovative networking events, combining cognitive and social networks. In the first part, we will analyze your unconscious attitude towards networking, to better understand the cognitive networks in our brains. In the second part we focus on social networks as we will collectively design the next COINs conference with Event.Cards.

WHAT YOU WILL LEARN

• Analyze implicit attitudes with the IAT
• Easily design innovative events in teams
• Combine cognitive and social networks

COGNITIVE NETWORKS - IMPLICIT ATTITUDES

We will demonstrate the cognitive measurement of the "Implicit Association Test" (IAT) that was invented at Harvard University. In our research project, we further developed the methods to apply it in the context of organizations and events. In the workshop you are invited to measure your own attitude towards networking at the COINs conference. (www.donau-uni.ac.at/spoc)

SOCIAL NETWORKS - DESIGNING INNOVATIVE EVENTS

Based on a three-year applied research project, we have developed an approach to collectively design innovative events with playing cards. In this workshop we will form teams to design the next COINs conference. (www.designing.events)

What to bring to the workshop?

If possible, please bring along your laptop