COURSE DETAIL

SOCIAL MEDIA AND CULTURE
Country Hong Kong
Host Institution Chinese University of Hong Kong
Program(s) Chinese University of Hong Kong
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Communication Anthropology
UCEAP Course Number 154
UCEAP Course Suffix
UCEAP Official Title SOCIAL MEDIA AND CULTURE
UCEAP Transcript Title SOC MEDIA & CULTURE
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description
This course addresses the ways in which social media and other related interactions in cyberspace have become a central element in the everyday lives of humans across the globe in the 21st century. Modern lives are now largely interwoven with digital technologies that have not only changed our own cultures, but also have brought forth new cultural forms through mobile phone technologies, networked “smart”-products, and cultural groupings only possible through digital means. The course approaches the anthropology of these digital cultures through its main themes—the transformation and expansion of social media, social research online, the intermixing of our online and offline lives, critical social issues of online lives, and the question of posthumanism. These themes are addressed explicitly in the course, and are also the subtexts of the different lectures, readings, and project work. The course presents the techniques of online fieldwork and referencing; explores a diverse array of new ethnographies on social media: on gender, political movements, online dating, hacking, and gaming culture. These ethnographies also serve to model online social research and provide examples of methodology and design. The social consequences of cyberspace are addressed in the topics of internet pornography, addiction, surveillance, activism, and social networking. Gender and identity issues are a continuous theme throughout the course, highlighting how online lives accentuate already existing dynamics. Hong Kong connections to these subjects will also be critically discussed, often drawing on topical themes presented on blogs and forums.

Language(s) of Instruction
English

Host Institution Course Number
ANTH2540/UGEC2665

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Host Institution Course Details

Host Institution Campus

Host Institution Faculty
Host Institution Degree
Host Institution Department Anthropology
Course Last Reviewed

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