

COURSE DETAIL

THE ECONOMICS OF SOCIAL MEDIA

Country

Italy

Host Institution

University of Commerce Luigi Bocconi

Program(s)

Bocconi University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Economics

UCEAP Course Number

133

UCEAP Course Suffix**UCEAP Official Title**

THE ECONOMICS OF SOCIAL MEDIA

UCEAP Transcript Title

ECON SOCIAL MEDIA

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

Social media is an important part of our everyday lives, for better or worse. It has the power to bring people together but also to threaten democracy. This course looks at social media through an economics lens, analyzing how it shapes the incentives of users, platforms, firms, news organizations, politicians, and governments. To do so, it reviews basic models of individual and firm behavior, borrowing tools from the most “rational” economic frameworks but also covering important psychological biases from the behavioral economics literature. Armed with this toolkit, the course reviews frontier empirical literature, studying questions such as: How can we incentivize the production of “good” content and mitigate harmful content? Are the incentives of platforms aligned with users’ interests? What are the consequences of social media algorithms optimizing for engagement? Do algorithms cause echo chambers? What are the political effects of social media? Does it harm users? This course contributes to the education program by showcasing how to apply economic knowledge to answer some of the most pressing challenges in our society.

Language(s) of Instruction

English

Host Institution Course Number

30708

Host Institution Course Title

THE ECONOMICS OF SOCIAL MEDIA

Host Institution Course Details

https://didattica.unibocconi.it/ts/tsn_antepreima.php?cod_ins=30708&anno=2025

Host Institution Campus

Bocconi University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Economics

Course Last Reviewed

2024-2025

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