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_anteprima.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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