

COURSE DETAIL

THE ANTHROPOLOGY OF SOCIAL MEDIA

Country

United Kingdom - England

Host Institution

University College London

Program(s)

University College London

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Anthropology

UCEAP Course Number

157

UCEAP Course Suffix**UCEAP Official Title**

THE ANTHROPOLOGY OF SOCIAL MEDIA

UCEAP Transcript Title

ANTHRO SOCIAL MEDIA

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course provides students with a distinctly anthropological perspective on social media. It explores how familiar themes in anthropology, from kinship and friendship networks to the relation between circulation and value, take on new forms in a world of ever-increasing social media connectivity. Combining insights from anthropology and social media studies, students will consider questions such as: Is culture becoming more homogeneous now that more than one billion people worldwide have a Facebook profile, or are there as many different Facebooks as there are local contexts? How does the circulation of online content relate to pre-existing forms of community and belonging? What are the links between algorithms and agency? Are selfies a symptom of increasing individualism? And how can ethnographic methods capture social worlds of infinite distraction, endlessly interrupted by notifications, memes, tweets and Instagram stories?

Language(s) of Instruction

English

Host Institution Course Number

ANTH0022

Host Institution Course Title

THE ANTHROPOLOGY OF SOCIAL MEDIA

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Anthopolgy

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