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 Course Details
https://www.ucl.ac.uk/module-catalogue/modules/the-anthropology-of-social-media...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Anthopolgy

Course Last Reviewed
2024-2025

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