

# 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

Anthropolgy

**Course Last Reviewed**

2024-2025

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