

COURSE DETAIL

SOCIAL MEDIA & SOCIETY: THEORY AND ANALYSIS

Country

Hong Kong

Host Institution

Hong Kong University of Science and Technology (HKUST)

Program(s)

Hong Kong University of Science and Technology

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Sociology Communication

UCEAP Course Number

114

UCEAP Course Suffix**UCEAP Official Title**

SOCIAL MEDIA & SOCIETY: THEORY AND ANALYSIS

UCEAP Transcript Title

SOCIAL MEDIA THEORY

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This special topics course covers everything from TikTok trends to influencer politics, this course examines social media as both technological systems and cultural forces that reshape how people communicate, form identities, build communities, and engage in public life. The course explores the interplay between platform design, user behavior, and broader social structures, developing critical frameworks to analyze digital culture's impact on contemporary society.

Language(s) of Instruction

English

Host Institution Course Number

SOSC3000L

Host Institution Course Title

SOCIAL MEDIA & SOCIETY: THEORY AND ANALYSIS

Host Institution Course Details

<https://prog-crs.hkust.edu.hk/ugcourse/2025-26/search?keyword=SOSC3000>

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Social Science

Course Last Reviewed

2025-2026

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