

# ANTH0022: The Anthropology of Social Media

Course convenor 2018/19: Rik Adriaans

[View Online](#)



1.

Miller, D., Costa, E., Haynes, N., McDonald, T., Nicolescu, R., Sinanan, J., Spyer, J., Venkatraman, S., Wang, X.: How the world changed social media. UCL Press, London (2016).

2.

Miller, D.: Social media in an English village, or, How to keep people at just the right distance. UCL Press, London (2016).

3.

Costa, E.: Social media in southeast Turkey: love, kinship and politics. UCL Press, London (2016).

4.

Haynes, N.: Social media in northern Chile: posting the extraordinarily ordinary. UCL Press, London (2016).

5.

Wang, X.: The social media landscape in China. Presented at the (2016).

6.

McDonald, T.: Social media in rural China: social networks and moral frameworks. UCL Press, London (2016).

7.

Nicolescu, R.: Social media in southeast Italy: crafting ideals. UCL Press, London (2016).

8.

Miller, D., Sinanan, J.: Visualising Facebook: a comparative perspective. UCL Press, London (2017).

9.

Venkatraman, S.: Social media in south India. UCL Press, London (2017).

10.

Spyer, J.: Social media in emergent Brazil: how the internet affects social change. UCL Press, London (2017).

11.

Sinan, J.: Social media in Trinidad: values and visibility. UCL Press, London (2017).

12.

Boyer, Dominic: From Media Anthropology to the Anthropology of Mediation. In: Fardon, R., Harris, O., Marchand, T.H.J., Nuttal, M., Shore, C., Strang, V., and Wilson, R. (eds.) The SAGE handbook of social anthropology. pp. 411–422. SAGE, Los Angeles (2012).

13.

Miller, D., Costa, E., Haynes, N., McDonald, T., Nicolescu, R., Sinanan, J., Spyer, J., Venkatraman, S., Wang, X.: What is social media? In: How the World Changed Social Media. pp. 1–8. UCL Press (2016). <https://doi.org/10.2307/j.ctt1g69z35.8>.

14.

Miller, D., Costa, E., Haynes, N., McDonald, T., Nicolescu, R., Sinanan, J., Spyer, J., Venkatraman, S., Wang, X.: Academic studies of social media. In: How the World Changed Social Media. pp. 9–24. UCL Press (2016). <https://doi.org/10.2307/j.ctt1g69z35.9>.

15.

Miller, D., Costa, E., Haynes, N., McDonald, T., Nicolescu, R., Sinanan, J., Spyer, J., Venkatraman, S., Wang, X.: Online and offline relationships. In: How the World Changed Social Media. pp. 100–113. UCL Press (2016). <https://doi.org/10.2307/j.ctt1g69z35.14>.

16.

Ellison, N.B., Boyd, D.M.: Sociality Through Social Network Sites. 1, (2013). <https://doi.org/10.1093/oxfordhb/9780199589074.013.0008>.

17.

Postill, J., Pink, S.: Social Media Ethnography: The Digital Researcher in a Messy Web. Media International Australia. 145, 123–134 (2012). <https://doi.org/10.1177/1329878X1214500114>.

18.

Mazzarella, W.: Culture, Globalization, Mediation. Annual Review of Anthropology. 33, 345–367 (2004). <https://doi.org/10.1146/annurev.anthro.33.070203.143809>.

19.

Bolter, J.D., Grusin, R.A.: Remediation: understanding new media. MIT Press, Cambridge, Mass (1999).

20.

Baym, N.K.: Personal connections in the digital age. Polity, Cambridge (2010).

21.

Dijck, J. van: The culture of connectivity: a critical history of social media. Oxford

University Press, Oxford (2013).

22.

Standage, T.: Writing on the wall: social media : the first 2,000 years. Bloomsbury, New York (2013).

23.

Hogan, B.: The Presentation of Self in the Age of Social Media: Distinguishing Performances and Exhibitions Online. *Bulletin of Science, Technology & Society*. 30, 377–386 (2010).  
<https://doi.org/10.1177/0270467610385893>.

24.

Senft, T.M., Baym, N.K.: What Does the Selfie Say? Investigating a Global Phenomenon. *International Journal of Communication*. 9, 1588–1606 (2015).

25.

McKay, D.: On the Face of Facebook: Historical Images and Personhood in Filipino Social Networking. *History and Anthropology*. 21, 479–498 (2010).  
<https://doi.org/10.1080/02757206.2010.522311>.

26.

Goffman, E.: The presentation of self in everyday life. Penguin, London (1990).

27.

Marilyn Strathern: Parts and wholes: refiguring relationships in a post-plural world. In: Conceptualizing Society. pp. 75–104. Taylor & Francis Group, London (1992).

28.

Horst, H.A.: Aesthetics of the self: Digital Mediations. In: Anthropology and the individual: a material culture perspective. pp. 99–114. Berg, New York (2009).

29.

Humphrey, C.: The Mask and the Face: Imagination and Social Life in Russian Chat Rooms and Beyond. *Ethnos*. 74, 31–50 (2009). <https://doi.org/10.1080/00141840902751154>.

30.

Marwick, A.E., Boyd, D.: I tweet honestly, I tweet passionately: Twitter users, context collapse, and the imagined audience. *New Media & Society*. 13, 114–133 (2011). <https://doi.org/10.1177/1461444810365313>.

31.

Miller, D.: Tales from Facebook. Polity, Cambridge (2011).

32.

Horst, H., Miller, D.: Normativity and Materiality: A View from Digital Anthropology. *Media International Australia*. 145, 103–111 (2012). <https://doi.org/10.1177/1329878X1214500112>.

33.

Papacharissi, Z.: A Networked Self: Identity, Community and Culture on Social Network Sites. Routledge, New York (2010).

34.

Thumim, N.: Self-Representation and Digital Culture. Palgrave Macmillan UK, London (2012). <https://doi.org/10.1057/9781137265135>.

35.

Nicolescu, R.: Social media in southeast Italy: crafting ideals. UCL Press, London (2016).

36.

Miller, D.: The ideology of friendship in the era of Facebook. *HAU: Journal of Ethnographic Theory*. 7, 377–395 (2017). <https://doi.org/10.14318/hau7.1.025>.

37.

Costa, E.: Affordances-in-practice: An ethnographic critique of social media logic and context collapse. *New Media & Society*. 20, 3641–3656 (2018).  
<https://doi.org/10.1177/1461444818756290>.

38.

Madianou, M.: Ambient co-presence: transnational family practices in polymedia environments. *Global Networks*. 16, 183–201 (2016). <https://doi.org/10.1111/glob.12105>.

39.

Costa, E.: Social media in southeast Turkey: love, kinship and politics. UCL Press, London (2016).

40.

Madianou, M., Miller, D.: Migration and New Media: Transnational Families and Polymedia. Routledge (2013). <https://doi.org/10.4324/9780203154236>.

41.

Kraemer, J.: Friend or Freund: Social Media and Transnational Connections in Berlin. *Human-Computer Interaction*. 29, 53–77 (2014).  
<https://doi.org/10.1080/07370024.2013.823821>.

42.

Wesch, M.: Context Collapse, <http://mediatedcultures.net/youtube/context-collapse/>.

43.

Desai, A., Killick, E.: *The ways of friendship: anthropological perspectives*. Berghahn Books, New York (2010).

44.

Sahlins, M.: What kinship is (part one). *Journal of the Royal Anthropological Institute*. 17, 2–19 (2011). <https://doi.org/10.1111/j.1467-9655.2010.01666.x>.

45.

Bräuchler, B., Postill, J.: *Theorising media and practice*. Berghahn Books, New York (2010).

46.

Bell, S., Coleman, S.: *The anthropology of friendship*. Berg, Oxford (1999).

47.

McManus, J.: Modern Enchantments: Media, Fandom and Distraction Amongst Diaspora Turkish Football Supporters. *Ethnos*. 83, 762–781 (2018).  
<https://doi.org/10.1080/00141844.2017.1341424>.

48.

Dominic Pettman: Hypermodulation (or the Digital Mood Ring). In: *Infinite Distraction*. pp. 31–48. Polity Press (2016).

49.

Dominic Pettman: Slaves to the Algorithm. In: *Infinite distraction*. pp. 79–97. Polity Press, Cambridge (2016).

50.

Bucher, T.: Want to be on the top? Algorithmic power and the threat of invisibility on Facebook. *New Media & Society*. 14, 1164–1180 (2012).  
<https://doi.org/10.1177/1461444812440159>.

51.

Latham, A.: The Power of Distraction: Distraction, Tactility, and Habit in the Work of Walter Benjamin. *Environment and Planning D: Society and Space*. 17, 451–473 (1999). <https://doi.org/10.1068/d170451>.

52.

Papacharissi, Zizi, Easton, Emily: In the Habitus of the New. In: *A companion to new media dynamics*. pp. 167–184. John Wiley & Sons, Chichester (2012).

53.

Bourdieu, P., Nice, R.: Structures, Habitus, Practices. In: *The Logic of Practice*. pp. 52–65. Stanford University Press, Stanford, Calif (1990).

54.

Seaver, N.: Algorithms as culture: Some tactics for the ethnography of algorithmic systems. *Big Data & Society*. 4, 1–12 (2017). <https://doi.org/10.1177/2053951717738104>.

55.

Magalhães, J.C.: Do Algorithms Shape Character? Considering Algorithmic Ethical Subjectivation. *Social Media + Society*. 4, 1–10 (2018). <https://doi.org/10.1177/2056305118768301>.

56.

Bucher, T.: The algorithmic imaginary: exploring the ordinary affects of Facebook algorithms. *Information, Communication & Society*. 20, 30–44 (2017). <https://doi.org/10.1080/1369118X.2016.1154086>.

57.

Lowrie, I.: Algorithms and Automation: An Introduction. *Cultural Anthropology*. 33, 349–359 (2018). <https://doi.org/10.14506/ca33.3.01>.

58.

Kraemer, J.: Doing Fieldwork, BRB: Locating the Field on and with Emerging Media. In: Sanjek, R. and Tratner, S.W. (eds.) eFieldnotes: the makings of anthropology in the digital world. pp. 113–131. University of Pennsylvania Press, Philadelphia, Pennsylvania (2016).

59.

Annette Markham: Remix cultures, Remix Methods: Reframing Qualitative Inquiry for Social Media Contexts. In: Norman K. Denzin, Michael D. Giardina (ed.) Global Dimensions of Qualitative Inquiry. pp. 63–82. Routledge (2016).  
<https://doi.org/10.4324/9781315428093>.

60.

Waltorp, Karen: A Snapchat essay on mutuality, utopia and non-innocent conversations. Journal of the Anthropological Society of Oxford. 8, 251–273 (2016).

61.

Clifford, J., Marcus, G.E., School of American Research (Santa Fe, N.M.): Writing culture: the poetics and politics of ethnography. University of California Press, Berkeley, Calif (1986).

62.

Marcus, G.E.: The Modernist Sensibility in Recent Ethnographic Writing and the Cinematic Metaphor of Montage. Society for Visual Anthropology Review. 6, 2–12 (1990).  
<https://doi.org/10.1525/var.1990.6.1.2>.

63.

Sanjek, R., Tratner, S.W. eds: eFieldnotes: the makings of anthropology in the digital world. University of Pennsylvania Press, Philadelphia (2016).

64.

Roger Sanjek, Susan W. Tratner,: eFieldnotes. University of Pennsylvania Press, Philadelphia (2016).

65.

Postill, J.: Localizing the internet beyond communities and networks. *New Media & Society*. 10, 413–431 (2008). <https://doi.org/10.1177/1461444808089416>.

66.

Vonderau, A.: Scaling the Cloud: Making State and Infrastructure in Sweden. *Ethnos*. 1-21 (2018). <https://doi.org/10.1080/00141844.2018.1471513>.

67.

Daniel, Miller: Photography in the Age of Snapchat. *Anthropology & photography*. 1,.

68.

Dumont, Guillaume: Relational Labor, Fans and Collaborations in Professional Rock Climbing. In: Hjorth, L. (ed.) *The Routledge companion to digital ethnography*. pp. 121-131. Routledge, New York, New York (2017).

69.

Steel, G.: Navigating (im)mobility: female entrepreneurship and social media in Khartoum. *Africa*. 87, 233–252 (2017). <https://doi.org/10.1017/S0001972016000930>.

70.

Abidin, C.: #familygoals: Family Influencers, Calibrated Amateurism, and Justifying Young Digital Labor. *Social Media + Society*. 3, (2017). <https://doi.org/10.1177/2056305117707191>.

71.

Venkatraman, Shriram: Bringing Home to Work: The Role of Social Media in Blurring Work-Non-Work Boundaries. In: *Social media in south India*. pp. 136–168. UCL Press,

London (2017). <https://doi.org/10.2307/j.ctt1qnw88r.11>.

72.

Baym, N.K.: Connect With Your Audience! The Relational Labor of Connection. *The Communication Review*. 18, 14–22 (2015).

<https://doi.org/10.1080/10714421.2015.996401>.

73.

Abidin, C.: "Aren't These Just Young, Rich Women Doing Vain Things Online?": Influencer Selfies as Subversive Frivolity. *Social Media + Society*. 2, (2016).

<https://doi.org/10.1177/2056305116641342>.

74.

Marwick, A.E.: Instafame: Luxury Selfies in the Attention Economy. *Public Culture*. 27, 137–160 (2015). <https://doi.org/10.1215/08992363-2798379>.

75.

Win, T.S.: Marketing the Entrepreneurial Artist in the Innovation Age: Aesthetic Labor, Artistic Subjectivity, and the Creative Industries. *Anthropology of Work Review*. 35, 2–13 (2014). <https://doi.org/10.1111/awr.12026>.

76.

Hochschild, A.R.: *The managed heart: commercialization of human feeling*. University of California Press, Berkeley, Calif (2003).

77.

Krüger, S., Charlotte Spilde, A.: Judging books by their covers – Tinder interface, usage and sociocultural implications. *Information, Communication & Society*. 1–16 (2019). <https://doi.org/10.1080/1369118X.2019.1572771>.

78.

McDonald, T.: Strangership and Social Media: Moral Imaginaries of Gendered Strangers in Rural China. *American Anthropologist*. 1-13 (2018). <https://doi.org/10.1111/aman.13152>.

79.

Chakraborty, K.: Virtual mate-seeking in the urban slums of Kolkata, India. *South Asian Popular Culture*. 10, 197-216 (2012). <https://doi.org/10.1080/14746689.2012.682871>.

80.

David, G., Cambre, C.: Screened Intimacies: Tinder and the Swipe Logic. *Social Media + Society*. 2, 1-11 (2016). <https://doi.org/10.1177/2056305116641976>.

81.

Luehrmann, S.: Mediated marriage: internet matchmaking in provincial Russia. *Europe-Asia Studies*. 56, 857-875 (2004). <https://doi.org/10.1080/0966813042000258079>.

82.

Kaya, Laura Pearl: Dating in a Sexually Segregated Society: Embodied Practices of Online Romance in Irbid, Jordan. *Anthropological Quarterly*. 82, 251-278 (2009).

83.

Ilana Gershon: *The Breakup 2.0: Disconnecting over New Media*. Cornell University Press; 1 edition (February 7, 2012) (2010).

84.

Simmel, G., Wolff, K.H.: The Stranger. In: *The Sociology of Georg Simmel*. Free Press, Glencoe, III (1950).

85.

Jane, E.A.: Feminist Digital Responses to a Slut-Shaming on Facebook. *Social Media + Society*. 3, 1-10 (2017). <https://doi.org/10.1177/2056305117705996>.

86.

Mason, C.L.: Tinder and humanitarian hook-ups: the erotics of social media racism. *Feminist Media Studies*. 16, 822–837 (2016).  
<https://doi.org/10.1080/14680777.2015.1137339>.

87.

Gagné, M.: Queer Beirut Online: The Participation of Men in Gayromeo.com. *Journal of Middle East Women's Studies*. 8, 113–137 (2012).

88.

Miguel, Cristina: Social Media Platforms as Intimacy Mediators. In: Personal Relationships and Intimacy in the Age of Social Media. pp. 59–80. Springer International Publishing (2018).

89.

Cabañes, J.V.A.: Information and communication technologies and migrant intimacies: the case of Punjabi youth in Manila. *Journal of Ethnic and Migration Studies*. 1–17 (2018).  
<https://doi.org/10.1080/1369183X.2018.1453790>.

90.

Stark, L., Crawford, K.: The Conservatism of Emoji: Work, Affect, and Communication. *Social Media + Society*. 1, (2015). <https://doi.org/10.1177/2056305115604853>.

91.

Coates, J.: So 'Hot' Right Now Reflections on Virality and Sociality from Transnational Digital China. *Digital Culture & Society*. 3, 77–98 (2017).  
<https://doi.org/10.14361/dcs-2017-0206>.

92.

Literat, I., van den Berg, S.: Buy memes low, sell memes high: vernacular criticism and collective negotiations of value on Reddit's MemeEconomy. *Information, Communication &*

Society. 22, 232–249 (2019). <https://doi.org/10.1080/1369118X.2017.1366540>.

93.

Ahmed, Sara: Affective Economies. Social Text. 22, 117–139 (2004).

94.

Postill, J.: Democracy in an age of viral reality: A media epidemiography of Spain's indignados movement. Ethnography. 15, 51–69 (2014).  
<https://doi.org/10.1177/1466138113502513>.

95.

Sampson, T.D.: Virality: Contagion Theory in the Age of Networks. University of Minnesota Press, Minneapolis (2012).

96.

Tarde, G., Clark, T.N.: On communication and social influence: selected papers. University of Chicago Press, Chicago (1969).

97.

Taussig, M.T.: Mimesis and alterity: a particular history of the senses. Routledge, New York (1993).

98.

Franz Boas: The Diffusion of Cultural Traits. Social Research. 4, 286–295 (1937).

99.

Marcus, O.R., Singer, M.: Loving Ebola-chan: Internet memes in an epidemic. Media, Culture & Society. 39, 341–356 (2017). <https://doi.org/10.1177/0163443716646174>.

100.

Mazzarella, W.: The Myth of the Multitude, or, Who's Afraid of the Crowd? *Critical Inquiry*. 36, 697–727 (2010). <https://doi.org/10.1086/655209>.

101.

Lee, R.L.M.: Do online crowds really exist? Proximity, connectivity and collectivity. *Distinktion: Journal of Social Theory*. 18, 82–94 (2017). <https://doi.org/10.1080/1600910X.2016.1218903>.

102.

Valaskivi, K., Sumiala, J.: Circulating social imaginaries: Theoretical and methodological reflections. *European Journal of Cultural Studies*. 17, 229–243 (2014). <https://doi.org/10.1177/1367549413508741>.

103.

Lee, Benjamin, LiPuma, Edward: Cultures of Circulation: The Imaginations of Modernity. *Public Culture*. 14, 191–213 (2002).

104.

Bloch, M.: A well-disposed social anthropologist's problems with memes, [https://is.muni.cz/el/1421/podzim2012/RLB356/um/Bloch\\_\\_M\\_-\\_A\\_well-disposed\\_social\\_anthropologist\\_s\\_problems\\_with\\_memes.pdf](https://is.muni.cz/el/1421/podzim2012/RLB356/um/Bloch__M_-_A_well-disposed_social_anthropologist_s_problems_with_memes.pdf).

105.

Jenkins, H.: *Convergence culture: where old and new media collide*. New York University Press, New York (2006).

106.

Bonilla, Y., Rosa, J.: #Ferguson: Digital protest, hashtag ethnography, and the racial politics of social media in the United States. *American Ethnologist*. 42, 4–17 (2015). <https://doi.org/10.1111/ame.12112>.

107.

Adi Kuntsman, Rebecca L. Stein: Palestinians Who Never Die: The Politics of Digital Suspicion. In: Digital Militarism: Israel's Occupation in the Social Media Age. pp. 55–70. Stanford University Press (2015).

108.

Adi Kuntsman and Rebecca L. Stein: Anatomy of a Facebook Scandal: Social Media as Alibi. In: Digital Militarism: Israel's Occupation in the Social Media Age. pp. 39–54. Stanford University Press, California (2019).

109.

Wall, M., Otis Campbell, M., Janbek, D.: Syrian refugees and information precarity. *New Media & Society*. 19, 240–254 (2017). <https://doi.org/10.1177/1461444815591967>.

110.

Postill, J.: Populism and social media: a global perspective. *Media, Culture & Society*. 40, 754–765 (2018). <https://doi.org/10.1177/0163443718772186>.

111.

Papailias, P.: (Un)seeing dead refugee bodies: mourning memes, spectropolitics, and the haunting of Europe. *Media, Culture & Society*. 1–21 (2018). <https://doi.org/10.1177/0163443718756178>.

112.

Udupa, S.: Gaali cultures: The politics of abusive exchange on social media. *New Media & Society*. 20, 1506–1522 (2018). <https://doi.org/10.1177/1461444817698776>.

113.

Pink, S., Lanzeni, D., Horst, H.: Data anxieties: Finding trust in everyday digital mess. *Big Data & Society*. 5, 1–14 (2018). <https://doi.org/10.1177/2053951718756685>.

114.

Madianou, M.: Digital Inequality and Second-Order Disasters: Social Media in the Typhoon Haiyan Recovery. *Social Media + Society*. 1, 1-11 (2015).  
<https://doi.org/10.1177/2056305115603386>.

115.

Sumiala, J., Tikka, M.: Imagining globalised fears: school shooting videos and circulation of violence on YouTube. *Social Anthropology*. 19, 254-267 (2011).  
<https://doi.org/10.1111/j.1469-8676.2011.00158.x>.

116.

Sinanan, J., Hosein, G.J.: Non-Activism: Political Engagement and Facebook Through Ethnography in Trinidad. *Social Media + Society*. 3, 1-10 (2017).  
<https://doi.org/10.1177/2056305117719627>.

117.

Alper, M.: War on Instagram: Framing conflict photojournalism with mobile photography apps. *New Media & Society*. 16, 1233-1248 (2014).  
<https://doi.org/10.1177/1461444813504265>.

118.

Shahsari, S.: Weblogistan goes to war: representational practices, gendered soldiers and neoliberal entrepreneurship in diaspora. *Feminist Review*. 99, 6-24 (2011).  
<https://doi.org/10.1057/fr.2011.35>.