

CTCS 494: @ME: SOCIAL MEDIA & IDENTITY

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Tues 6-10pm SCA 216



MySpace, Facebook, YouTube, Twitter, Tumblr, 4chan, LinkedIn, Live Journal. How have these social media sites changed our understanding of identity, personal relationships, and community? This course sets out to explore the performative and political aspects of identity, using social media as our lens. We will focus on the “sociotechnical,” or the relationship between the technical affordances of a website/technology and the social norms of a user community in order to confront the notion of identity as a performance used for self-promotion and/or political activism. The course will combine histories and theories of digital media with critical engagement and practice to explore the relationship between social media and our identities.

The course will include technology demonstrations and various screenings, including *Catfish* (2010), *Archie's Final Project (My Suicide)* (2009), *Web Therapy* (2011), *Trust* (2010), *The Lizzie Bennet Diaries* (2012), *Easy A* (2010), *Awkward Black Girl* (2011), *The Guild*, *LonelyGirl15*, & *Smosh*,