# Current reflection of New Media: Social Media and Youth Cultures

The aim of the course is to introduce various social media practices young people (but also others) often engage in. A special emphasis is paid on the possible opportunities and risks when engaging in social media.

**Brief description**: The course will give an overview of the Internet usage practices among the youth with a special emphasis on the opportunities and risks concerning one's engagement in the social media (social networking sites, blogs, YouTube, micro-blogs). The course will be interactive, consisting both of lectures as well as practical individual and group assignments done in class. The students are expected to familiar with the articles from the compulsory reading list for the course.

## Learning Outcomes

- The student is familiar with the main new media theories and empirical case studies on the field
- The student has an overview about the opportunities and risks when engaging in social media
- The student has the ability to critically analyze social media usage practices of themselves and other users
- The student is able to use the information in shaping one's own online behaviour

## Course Schedule:

24.04. Introduction to the general theme: what is a generation and how a generation is formed? Whom do we mean when we talk about the „digital generation"? Is there such a thing after all?

25.04. Generations and inter-generational relations on social media. Is social media just a convenient method to be in touch with one's family members or something more? Has social media become a new platform where to give value education to the youth? Should young people be friends with their parents and teachers in Facebook?

26.04. Imaginary audience on social media. Who is the "big brother" and what does he know about us? How has social media changed young people's perceptions and conceptions about privacy and publicity? What kind of privacy strategy do the young implement on social media?

29.04. Self-presentation on social networking sites. What are the main strategies for visual and textual self-presentation on SNS among young people? How to become popular in social media?

30.04. Social networking sites: a perfect way how to get the voice of the ordinary (young) people heard? How big is the role of SNS in the fight for democracy? Is social media the reason why extremism is flourishing?

## Social media and Youth Cultures

## Compulsory reading list

### 1. The digital generation

Herring, S. C. (2008). "Questioning the Generational Divide: Technological Exoticism and Adult Constructions of Online Youth Identity." Buckingham, D. (ed). *Youth, Identity, and Digital Media*. Cambridge, MA: The MIT Press, 71–92.

Prensky, M. (2001). Digital Natives, Digital Immigrants. The Horizon 9(5)

Vittadini, N., Siibak, A., Bilandizic, H., & Carpentier Reifova, I. (forthcoming 2013). Generations and media: social construction of generational identity and differences. In Carpentier, N., Schrøder, K.C. & Hallett, L. (eds). Transforming Audiences, Transforming societies. London: Routledge.

### 2. Generations and inter-generational relations on new media

Christensen, H. T. (2009), ''Connected presence' in distributed family life'. *New Media & Society*, 11:3, pp. 433-451.

Haddon, L. (2006). The Contribution of Domestication Research to In-Home Computing and Media Consumption, *The Information Society: An International Journal*, 22(4), 195-203.

Turkle, S. (2008). Always-on/always-on-you: the tethered self. Katz, J. (ed.). Hanbook of Mobile Communications and Social Change. Cambridge, MA: MIT Press.

### 3. Privacy and audiences

Marwick, A. E. & boyd, d. (2010). I tweet honestly, I tweet passionately: Twitter users, context collapse, and the imagined audience. New Media and Society, 1-20

Nissenbaum, H. (1998). Protecting Privacy in an Information Age: The Problem of Privacy in Public. *Law and Philosophy,* 17: 559-596.

Solove, D. J. (2008). „I've got nothing to hide" and other misunderstandings of privacy. An exctract from *Understanding Privacy*.

### 4. Self-presentation on social networking sites

Hogan, B. (2010). The Presentation of Self in the Age of Social Media: Distinguishing Performances and Exhibitions Online. *Bulletin of Science Technology & Society,* 30 (6), 377-386.

Livingstone (2008). Taking risky opportunities in youthful content creation: teenagers' use of social networking sites for intimacy, privacy and self-expression. New Media and Society 10(3): 393-411.

Siibak, A. (2009). Constructing the Self through the Photo Selection: The Importance of Photos on Social Networking Websites. *Cyberpsychology: Journal of Psychosocial Research on Cyberspace*, 3(1), online www.cyberpsychology.eu.

## 5. Social media: a tool for democracy or for extremism?

Jurgenson, N. (2012). When Atoms meet bits: social media, the mobile web and augmented revolution. *Future Interne,t* 4, 83-91.

Simi, P. & Futrell, P. (2006). Cyberculture and the endurance of white power activism. Journal of Political and Military Sociology, 34(1), 115-142.

Pariser, E. (2011). Introduction to the book: The Filter Bubble: what the Internet is hiding from you.