1. Identity   
   Section 1: Creating a profile Section 2: Who are you? Offline? Online? Across modalities? Section 3: Self-presentation, Performativity, and Intersectionality Section 4: Context collapse Section 5: Affordances of online communication Core Concepts affordances signals or cues in an environment that communicate how to interact with features or things in that environment authenticity the sense of “real”-ness context collapse when the different contexts or worlds you associate with overlap or become mixed together ethnicity shared cultural expression or history, potentially including elements like religion or language four key affordances of online communication there are four affordances of online communication that danah boyd emphasizes are far more pronounced than in offline communication (It’s Complicated, pg. 11). They are: persistence (online content and expressions can last for a very long time), visibility (many audiences and publics may be able to see what you post over time), spreadability (it’s nearly effortless to share content posted online), and searchability (content posted online can be searched for) identity identity is an iteration of the self that links individuals with how they are perceived by others influencers online celebrities and microcelebrities whose popularity is leveraged to sway the opinions, preferences, and purchasing decisions of their audience. intersectionality Kimberle Crenshaw’s theory that different identity categories and associated forms of oppression intersect and must be taken into account network effects in platforms a concept meaning that the more the platform is used, the more valuable it is – because the more likely it is where we go to interact with family, friends, customers, or all of these. A shorthand definition is “the more, the merrier.” performativity Judith Butler’s concept in her 1990 book Gender Trouble that says that roles like gender are only constructed through our performances of them; they would not exist without our acting them into existence race the visible perception of whiteness, blackness, Latinidad, or other categorization related to people’s characteristics such as skin color
2. Old to New Media   
   Section 1: Media convergence Section 2: The history of communicating with many at once Section 3: A millennial shift: Web 2.0 as user contributions Section 4: Dominating today: The platform economy Section 5: Future directions in the online world Core Concepts analog not digital. This term technically refers to reliance on processes that are continuous rather than enacted through specific values (digits), but it can be informally used to mean nearly anything that is not digital. broadcast media one subcategory of older media, including television and radio, that communicates from one source to many viewers culture a concept encompassing all the norms, values, and related behaviors that people who have interacted in a social group over time agree on and perpetuate net neutrality a shorthand name for a key set of features that have made the internet what it is today network effects the more a platform is used, the more likely that platform is where we go to interact with family, or friends, or customers, or all of these. In other words, in the platform economy, the more, the merrier platform an ecosystem that connects people and companies while retaining control over the terms of these connections and ownership of connection byproducts such as data print media a subcategory of older paper-based media such as newspapers, books, and magazines, that many users access individually technological convergence blending of old and new media. For example, cellular phones were once shaped more like analog (non- digital) phones Web 2.0 sites that afford user contributions, such as likes and votes
3. Regulation   
   Section 1: What media regulation does Section 2: How regulation shaped early social media Section 3: A deepening “splinternet” around the world Section 4: Major tradeoffs of media regulation Core Concepts Antitrust law A form of regulation that challenges the power of companies when their behavior restricts the competitiveness of markets or harms consumers. Communication rights An application of human rights to media and communication, seeking to ensure that individuals and communities around the world have access to the free expression and the tools they need to be heard. Digital colonialism The belief that Internet platforms are means of domination and oppression, particularly for people far from where the platform companies are headquartered. The Great Firewall China’s combination of technology and policy that cuts the country off from platforms that are dominant elsewhere in the world, used as both a tool for enabling local entrepreneurship and political censorship. Public media Media organizations that are funded by governments to pursue a social purpose, while retaining editorial independence from politicians. Section 230 Part of the 1996 Communications Decency Act in the United States, protecting online platforms from liability for the content that their users post. Splinternet Coined by researcher Clyde Wayne Crews in 2001, the observation that the Internet is increasingly splintering into a set of distinct networks due to differing regulatory regimes. Tradeoff A situation where a problem requires finding a balance among competing ideals, and choosing to emphasize one value may cause harm to another.
4. Privacy and Publics  
   Key points  
   • Online norms regarding privacy are dynamic  
   and carry significant consequences,  
   particularly in the realm of social media  
   • The concept of “publics” is explored,  
   emphasizing that online audiences aren’t a  
   singular entity but diverse groups paying  
   sustained attention to specific content.  
   • Networked publics, formed through social  
   media connections, highlight the role of  
   individuals as bridges connecting different  
   publics.  
   • Privacy in online publics is complex; the  
   oversimplified dichotomy of private vs. public  
   fails to capture the intricacies of social  
   relationships in digital spaces.  
   • Evolving nature of online norms and the  
   challenges of defining and protecting privacy  
   in the dynamic landscape of networked  
   publics.  
   In this chapter

• Section 1: Not “the public” – They’re publics,  
and they’re networked  
◦ Student Insights: Navigating the ties and  
threats of networked publics (audio by  
Ibrahim Sadi, Fall 2020)  
• Section 2: Privacy Norms in Online Publics  
◦ Student Insights: Different Cultural  
Publics (writing by Sofia Diaz, Fall 2020)  
• Section 3: Civil inattention  
• Section 4: Coordinated public attention online  
◦ Student insights: First encounter with  
social media (video by Brooke, Spring  
2021)  
• Section 5: Why privacy is such a tangled issue  
online  
• Section 6: The value of human data  
• Mary Louise and Sorority Surveillance — Social  
Media and Ourselves podcast  
• Core Concepts  
• Core Questions  
• Your sense of privacy evolved over millennia –  
that puts you at risk today but could improve  
technology tomorrow.

1. Algorithms  
   Key points  
   • Computers execute tasks through simple step-  
   by-step instructions, breaking down complex  
   actions.  
   • Human adaptability contrasts with computers’  
   literal interpretation, evident in the need for  
   explicit instructions.  
   • Human software developers significantly  
   shape the capabilities of modern computers.  
   • Programming languages reflect biases,  
   affecting the diversity of computer  
   programming practitioners.  
   • The Three I’s – Invisible, Irreversible, and  
   Infinite – pose challenges in algorithmic  
   decision-making, leading to opaque,  
   permanent, and extensive biases.  
   In this chapter  
   • Section 1: Humans make computers what they  
   are  
   • Section 2: Two reasons computers seem so  
   smart today

◦ Student Insights: (Anti-)Social Media  
Algorithms (writing by Omar, Fall 2020)  
• Section 3: Programming and bias  
◦ Student insights: First experience with  
technology (video by Blaze Mutware,  
Spring 2021)  
• Section 4: How can computers carry bias?  
• Section 5: Exacerbating Bias in Algorithms: The  
Three I’s  
◦ Student Insights: microcelebrity in the  
age of algorithms (writing by Lily, Spring  
2021)  
• Section 6: Fighting Unjust Algorithms  
• Parasocial and Parasitical — Social Media and  
Ourselves podcast  
• Core Concepts  
• Core Questions  
• Electronic Freedom Foundation’s “Algorithms  
for a Just Future”  
• Social media algorithms warp how people  
learn from each other, research shows

1. Equity and Gender

Key Points  
• The chapter lays a crucial foundation by  
delineating the distinctions between equity  
and equality, setting the stage for a nuanced  
exploration of women’s rights activism.  
• Online movements transcend borders, uniting  
local and global initiatives against systematic  
violence, fostering a sense of shared purpose.  
• Social media serves as a catalyst, amplifying  
private struggles into public conversations,  
providing visibility and support for  
marginalized voices.  
• Complexities arise from the close coexistence  
of individuals identifying as “men” and  
“women,” impacting activism dynamics and  
communication patterns.  
• Striking a balance between online privacy and  
visibility is explored, especially within the  
LGBTQIA+ community, shedding light on the  
challenges faced.  
• Hashtags, exemplified by movements like  
#SaveDinaAli and #NiUnaMenos, play a pivotal  
role, fostering connectivity, spreading  
awareness, and sometimes succumbing to  
misinformation.

• The #MeToo movement, although not initially  
labeled creative online activism, prompts  
critical reflection on inclusivity and complexity  
amid its widespread impact.  
In this chapter  
• Section 1: What is equity? What is gender?  
◦ Student Insights: The dangers of social  
media (video by Sydney, Spring 2021)  
• Section 2: Meming of hashtags and more  
• Section 3: How social media can help women’s  
causes in particular  
• Section 4: Demonstrations online and across  
the Americas against gender violence  
◦ Student Insights: Experiencing targeted  
hate online (audio & writing by iVoices  
Media Lab Student, Spring 2021)  
• Section 5: The #MeToo Movement in the U.S.  
• Girl Meets Chud — Social Media and Ourselves  
podcast  
• Core Concepts  
• Core Questions  
• Black Lives Matter protests are shaping how  
people understand racial inequality

1. Activism  
   DIANA DALY  
   Key points  
   • The Zapatista movement creatively used  
   online activism to counter the negative impact  
   of NAFTA on indigenous communities in  
   Mexico.  
   • The internet played a dual role for both  
   activists and governments, with a focus on  
   how the Zapatistas employed information  
   warfare to gain global support.  
   • Drawing parallels between Zapatistas and  
   contemporary movements like Black Lives  
   Matter underscores the role of online activism  
   in tackling issues of race, income inequality,  
   and political decisions.  
   • Utilizing strategies such as speed, visuals,  
   performances, inclusiveness, and “masked”  
   leadership, both Zapatista and Black Lives  
   Matter movements showcased effective online  
   activism.  
   • Addressing critiques, concerns include the  
   swift mobilization of movements, potential  
   shallowness, and the notion of “slacktivism.”  
   • Acknowledging the intricate interplay  
   between key figures and networked groups  
   highlights the dynamic and evolving nature of  
   Activism | 254

successful online activism.  
In this chapter  
• Section 1: The Zapatistas  
• Section 2: Creative online activism in recent  
times  
◦ Student Insights: Political campaigning  
in the 21st century (video & writing by  
Jessica Nickerson, Fall 2020)  
◦ Student Insights: #SettleForBiden (audio  
by Lilly, Fall 2020)  
• Section 3: The Black Lives Matter Movement  
◦ Student Insights: Social Media and the  
Right to Vote (video & writing by Trinity,  
Fall 2020)  
• Section 4: Creative online activist strategies in  
Black Lives Matter and beyond  
• Section 5: Advancing and complicating social  
activism through online engagement  
• Hate and Power — Social Media and Ourselves  
podcast  
• Core Concepts  
• Core Questions  
• As school students strike for climate once  
more, here’s how the movement and its tactics  
have changed