

Fachbereich 9 - Medienstudiengänge*Department 9 - Media Courses***Kommentar zur Lehrveranstaltung im WiSe 2024/2025***Description of seminars***Veranstalter*in:** Dr. Rebecca Scharlach**n:***Lecturer:*

Die Politik der Social Media Plattformen**Titel (dt.):**

The Politics of Social Media Platforms**Titel (engl.):****Beschreibung:***Description:*

This course offers an introduction to the study of social media platforms, also known as platform studies research, using a sociotechnical lens to understand their impact on society. We will explore the intersection of technology, power, and society, covering aspects such as values, content moderation, platform regulation, algorithmic systems.

Through case studies and critical analysis, students will gain insights into key terms of platform studies research, the complex dynamics shaping everyday social media usage and the broader societal implications of digital platforms.

Note: English is the lingua franca of social media, fostering a global discourse in platform studies. To encourage diverse discussions and ensure engagement with relevant literature, this class will be conducted in English, aligning with the international nature of the field. Your English does not need to be perfect, practice makes perfect. Students can write their term papers in English and German.

Literatur:*Literature:*

Bucher, T. (2017). The algorithmic imaginary: Exploring the ordinary affects of Facebook algorithms. *Information, Communication & Society*, 20(1), 30–44.

<https://doi.org/10.1080/1369118X.2016.1154086>

Gillespie, T. (2010). The politics of 'platforms.' *New Media & Society*, 12(3), 347–364.

<https://doi.org/10.1177/1461444809342738>

Gorwa, R., Binns, R., & Katzenbach, C. (2020). Algorithmic content moderation: Technical and political challenges in the automation of platform governance. *Big Data & Society*, 7(1), 1–15. <https://doi.org/10.1177/205395171989794>

Hallinan, B., Scharlach, R., & Shifman, L. (2022). Beyond Neutrality: Conceptualizing Platform Values. *Communication Theory*, 32(2), 201–222. <https://doi.org/10.1093/ct/qtab008>

Highfield, T., & Miltner, K. M. (2023). Platformed solidarity: Examining the performative politics of Twitter hashflags. *Convergence: The International Journal of Research into New Media Technologies*, 29(6), 67. <https://doi.org/10.1177/13548565231199981>

Nielsen, R. K., & Ganter, S. (2022). The rise of platforms. In *The power of platforms: Shaping media and society* (pp. 1–26). Oxford University Press.

Scharlach, R., Hallinan, B., & Shifman, L. (2023). Governing principles: Articulating values in social media platform policies. *New Media & Society*.
<https://doi.org/10.1177/14614448231156580>

van Dijck, J., Nieborg, D., & Poell, T. (2019). Reframing platform power. *Internet Policy Review*, 8(2). <https://doi.org/10.14763/2019.2.1414>