

The psychology of social networking

Spring semester 2019, Panteion University, Dept. of Psychology

The course is offered in English for the Erasmus students at Panteion University.

Short description: Today we live in a phygital reality with our lived experience being constantly shared between online and offline social environments. While we are frequently consumed in proliferated discussions about potential internet dangers, Internet Addiction Disorder, and technological dystopias, we are probably missing what is actually going on in this new technosocial reality we live in. Why we *like*, *comment* and *share* content on social media? Why are we obsessively checking all the notifications popping up from our social apps (Fear Of Missing Out)? Our online interactions are grounded on biological mechanisms developed long before the information technology revolution of the last decades. Neurotransmitters, brain reward systems, desires, fears and addictive behaviors, as well as cultural and social mechanisms, codetermine our individual and collective action online. Social networking brings us closer together with the perspective of building a global community, while our psychological processes are constantly adapting to this moving social media landscape. The aim of this course is to study the psychological adaptations, the social relations, and the collective dynamics triggered by the emerging culture of social media and social networking. The teaching approach combines theoretical lectures with work in small groups, reflective practice and project-based learning by producing digital artifacts, in order to catalyze the creation and development of a meaningful community of inquiry.

Evaluation: The course evaluation is based on a combination of weekly activities (blog posts) and a final digital artifact.

The course meetings take place every **Thursday, 11:00-13:00** at room **A3**, New Building (First floor, just above the Erasmus office).

Course blog:

<http://cyberpsy.edublogs.org>

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