

2nd Term, Academic Year 2024-2025

Social Media and Politics

Given by Kevin Munger

This seminar covers recent and classic empirical research on the relationship between "the media" (broadly understood) and politics. The modern study of mass media influence originated in the 1940s and spans several social science disciplines. As we will see, the paradigms developed in the early years of that research program continue to influence scholars today--as well as to be debated and critiqued. Some of the canonical questions we will explore include the power of media messages to persuade; the extent to which media diets are ideologically slanted; and the role of new information technologies and social media on societal pathologies such as mass polarization.