Sociology and the Web
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COMP6037 Foundations of Web Science

http://idannyb.wordpress.com/2008/01/19/china-will-become-the-worlds-top-internet-market-in-the-next-few-months/
Sociology and the Web

• The Web implicates every aspect of human (social) life - political, economic, social, cultural, national, regional, global

• **Sociology** “the study of society” - social action(s) of individuals in communities, networks, organizations, personal relationships

**Social shaping:**
- How society is influenced by and also influences,
- How the web shapes social action but is also created by it
- The social consequences of the web
Sociology of the web covers everything that sociology covers…

Technology
- Machine human interactions (cyborgs)
- Realities (virtual), utopia
- Time and space: remote and mobile, social history
- Risk societies, surveillance

Image by Andrew Kincaid, RedFish Imagery
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- **Individuals and interaction**
  - Identity – national, cultural, gender, age, (virtual and real)

Sexuality and relationships on the web, intimacy/love
Networks and groups, virtual communities
Sociology of the web covers everything that sociology covers...

- **Institutions and power**
  - Equality: class, gender, age, race
  - Politics, control, democracy, social movements, Terrorism, crowds
  - Education
  - Work and organisations

Flashmobbing at the Louvre

http://www.smartmobs.com/2003/08/31/weekend-international-flashmob-review/