

# Jennifer Zeller

Master's

Department Philosophy,  
Faculty of Arts

Image created at the  
University of Alberta

# Politicizing Social Media

## *People's Choice Award*

“Politicizing Social Media” portrays everyday social media users and some of their political opinions. If inappropriately phrased or posted in an unfitting format, these perspectives tend to be disregarded and considered irrelevant or unpolitical by academics. This has resulted in unbalanced, if not ignorant, academic discourses on social media as most scholars have only focussed on the political potentials of platforms such as Facebook, Twitter or Youtube – not their disadvantages or “unprofessional” contents. However, the original meaning of politics – from Greek polis – revolves around the ordinary people, not merely a political elite. Correspondingly, my research aims at constructing a philosophical and political theory of social media by analysing often disregarded, but nonetheless political contents and by using theories such as those from Hannah Arendt, Jürgen Habermas and others. Thus, I am in the middle of the picture with my books, trying to make sense of how politics are made on social media around me from a scientific point of view.