



Simon Lindgren

A Professor of Sociology at Umeå University in Sweden.

Who am I?

I am Simon Lindgren, Professor of Sociology at Umeå University. My research is about how groups and individuals organise and interact through digitally networked media. Among other things, I have headed research projects on digital piracy, activism online, and social media as tools for dealing with collective trauma. In my most recent project, we will analyse how young people communicate with peers on the internet to deal with mental distress. My publications cover these themes, as well as others such as subcultural creativity and learning, popular culture and visual politics. I am also engaged in developing mixed-methods strategies and tools for analysing discursive and social network dimensions of the evolving digital media landscape.

Why listen to me?

My talk at TEDxUmeå will be entitled Media Are Not Social, but People Are. I will discuss what $\text{\textcircled{C}}$ media¹ are, as well as what it means to be $\text{\textcircled{C}}$ social¹. Perspectives on social media are often based on various degrees of technological determinism. This means that we tend to assume that certain technologies get certain universal consequences. But in fact, one and the same communication technology may be adopted in very different ways in different contexts. I will use results from my own research (analyses of social networks) to illustrate the importance of not simply assuming things about the sociality of technology. Media, as such, are not social. But some people are. Sometimes.