

**Social Media in Chile,
UCL Press, London UK**
University College London, Gower Street, London WC1E 6BT

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This book is one of a series of 11 titles. There are nine monographs devoted to specific field sites (including this one) in Brazil, Chile, China, England, India, Italy, Trinidad and Turkey –they will be published in 2016-17. The series also includes a comparative book about all of our findings, published to accompany this title, and a final book which contrasts the visuals that people post on Facebook in the English field site with those on our Trinidadian field site. When we tell people that we have written nine monographs about social media around the world, and that they all have the same chapter headings (apart from Chapter 5), they are concerned about potential repetition. However, if you decide to read several of these books (and we very much hope you do), you will see that this device has been helpful in showing the precise opposite. Each book is as individual and distinct as if

it were on an entirely different topic.

This is perhaps our single most important finding. Most studies of the internet and social media are based on research methods that assume we can generalise across different groups. We look at tweets in one place and write about 'Twitter'. We conduct tests about social media and friendship in one population, and then write on this topic as if friendship means the same thing for all populations. By presenting nine books with the same chapter headings, you can judge for yourselves what kinds of generalisations are, or are not, possible. Our intention is not to evaluate social media, either positively or negatively. Instead the purpose is educational, providing detailed evidence of what social media has become in each place, and the local consequences, including local evaluations. Each book is based on 15 months of research during which timemost of the anthropologists lived, worked and interacted with people in the local language. Yet they differ from the dominant tradition of writing social science books.

Firstly they do not engage with the academic literatures on social media. It would be highly repetitive to have the same discussions in all nine books. Instead discussions of these literatures are to be found in our comparative book, *How the World Changed Social Media*. Secondly these monographs are not comparative, which again is the primary function of this other volume. Thirdly, given the immense interest in social media from the general public, we have tried to write in an accessible and open style. This means we have adopted a mode more common in historical writing of keeping all citations and the discussion of all wider academic issues to endnotes. If you prefer to read above the line, each text offers a simple narrative about our findings.

If you want to read a more conventional academic book that relates the material to its academic context, this can be done through engaging with the endnotes.

We hope you enjoy the results, and we hope you will also read our comparative book -and perhaps some of the other monographs- in addition to this one.