# Part 13: Visual and Media Anthropology

## Key Terms and Definitions

**Cultural broker:** someone who bridges or links people of different cultural backgrounds; a go-between.

**Cultural policing:** questioning the authority to represent and monitoring the ways in which a culture is represented and understood.

**Diasporic community:** population scattered across geographic locations, whose homeland lies in a separate location.

**Electronic panopticon:** where the behaviors and actions of working-class people are made public for surveillance and discipline by higher socioeconomic classes.

**Hashtag activism:** the use of twitter’s hashtags for online activism.

**Hashtag ethnography:** ethnographic study of the social media platform twitter that employs the hashtag symbol (#) to mark and share a conversation.

**Media anthropology:** ethnographic study of the cultural aspects of mass media, as well as its producers and consumers.

**Social media:** websites and other online communications that enable interaction between people.

**Reality television:** genre of television in which people are continuously filmed in unscripted ways, and then the footage is edited to provide entertainment to viewers.

**Social networking sites:** online platforms where people build social relations with others who share similar interests, backgrounds, and connections (e.g., Facebook, Nextdoor, Twitter, Instagram, etc.).

**Virtual activism:** internet activism through digital campaigning, online organizing, and advocacy.

**Visual anthropology:** the ethnographic study and production of visual culture.