Hannah Galland - 1702179

Social Media and the Self

'In the 21st century, the rise of social media means that one's sense of 'self' is now more unstable than ever'

SOCIAL MEDIA

'A modern way of communicating and a platform to create profiles, make explicit and traverse relationships'

(Boyd &Ellison, 2008)

'Social Media became a place where you participated; a dynamic space that was shaped by your own actions and contributions'

(Seargeant and Tagg, 2014,pg. 4)

'The main purpose of social media is connection'

(Bauminster and Leary, 2000)

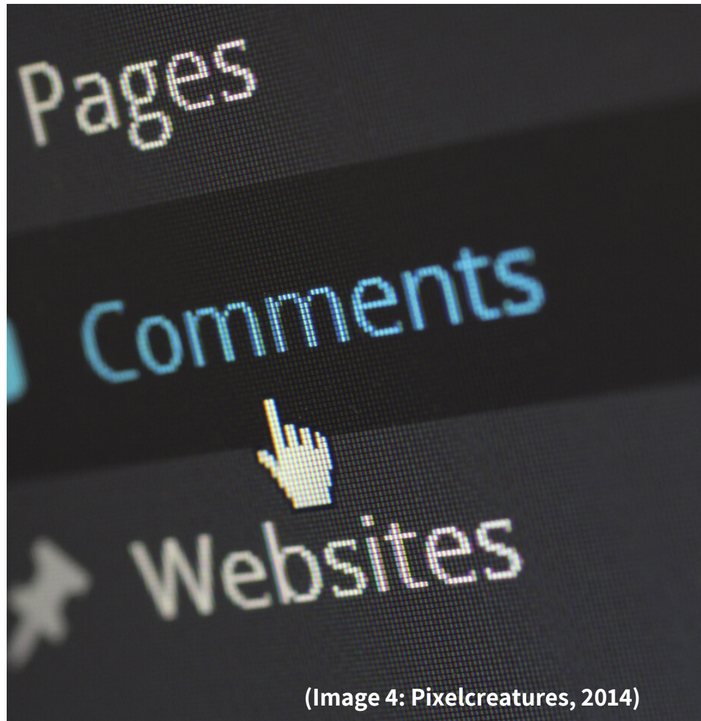
'Social Media are the current test for our ability to create meaningful online comminuties'

(Lipschultz, 2018, pg.53)

(Image 1: Geralt, no date)

(Image 2: Pexels, no date)

(Image 3: Geralt, 2017a)



(Image 4: Pixelcreatures, 2014)

Communication

'Each of us have an online presence expressed by what we choose to share about ourselves and others'

(Lipschultz, 2018,pg. 40)

<u>Fundamental dynamics on social media</u>

1. Presentation of self
2. Building and maintaining connections
3. Resources used are different to offline communication

(Seargeant and Tagg, 2014)

'Boyd (2001, pg 119) suggests that identities on social media are about writing one's self into being'.

(Seargeant and Tagg, 2014, p.6)

Connection

'Social contacts have expanded with the rise of social media yet are more transient and superficial in nature'

(Crawford and Novak,2014, pg. 239)

Connections provide social support and the opportunity for self expression

(Riva, Wiederhold and Cipresso, 2016)

Time and space no longer are relative as social media allows connection and interaction at anytime and anywhere

(Crawford and Novak,2014, pg. 239)

Communities

'Networks of impersonal ties that provide sociability, support, information, a sense of belonging and social identity'

(Wellman, 2001, p.228)

Online communities can cross geographical, social and political boundaries

(Seargeant and Tagg, 2014)

Online communities provide:

1. Diversity
2. One can be selective and choose what community to be part of
3. Opportunities
4. Possibility of creating and modifying social experience

(Riva, Wiederhold and Cipresso, 2016)

The Self

and Social Media

'Self is socially constructed, encapsulates the notion of the person and to some extent personality'

(Kagitcibasi, 2007, pg.92)

IDENTITY

The internal monologue
Competition / comparison
Insecurity
Social Anxiety
Fear of missing out (FOMO)

COMMUNITY - REAL LIFE VS SOCIAL MEDIA LIFE

Belonging
Quality Time
Personal attention
Groups
Social isolation/ integration

AUTHENTICITY

Trust
Accountability
Transparency

(Lipschultz, 2018; Kagitcibasi, 2007; Crawford and Novak, 2014; Seargent and Tagg, 2014)

Self-Identity

How do we see ourselves through social media ?

Does our perception of people change through social media ?

The Presenters

(Image 5: Geralt, 2017b)

(Image 6: BBC Radio 4 (2015)

SELF-PRESENTATION AND PERCEPTIONS

IMPRESSION MANAGEMENT
ERVIN GOFFMAN

We communicate through expressions: some are intended and some are not
(Vaast, 2007)

Orchestrate to give the 'right impression'
(Gauntlett, 2002)

IDENTITY IS MASKED

'Self is merely the mask one chooses to wear in a given situation'

(Bullingham and Vasconcelos, 2013, p.102)

LOOKING GLASS THEORY
CHARLES COOLEY

The understanding of one's self and the fluctuation of one's self esteem is influenced by the responses and reactions of others

Social mirror

Sense of belonging

CULTIVATION THEORY

Social media can change the perception of reality for its users
The truth can be blurred by misinformation and lies
Cultivating a new perception of reality

(Crawford and Novak, 2014; Slevin, 2000; Hodkinson 2011, Jenkins, 2004; Picture 7)

(Image 7: Geralt, 2017c)

THANKS FOR LISTENING

'Our capacity to respond in unique and unfettered ways in any social setting is an important part of the human experience'

(Crawford and Novak, 2014, pg. 70)

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Reference List for Images

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Image 2: Pexels (no date) *Close up Photography of Smartphone Icons*. Available at: https://www.canva.com/photos/MADGx1N6UG4-close-up-photography-of-smartphone-icons/

Image 3: Geralt (2017a) *Social media, board, networking*. Available at: https://pixabay.com/illustrations/social-media-media-board-networking-1989152/

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Image 5: Geralt (2017b) *Personal, woman, self, talk, mirror*. Available at: https://pixabay.com/photos/personal-woman-self-talk-mirror-2923048/

Image 6: *BBC Radio 4 (2015) What does it mean to be me?* Available at: https://www.bbc.co.uk/programmes/p02p2kv0

Image 7: Geralt (2017c) *Psychology, Psyche, Mask, Wire, Rack, Face* . Available at: https://pixabay.com/photos/psychology-psyche-mask-wire-rack-2706902/

Image 8: ElisaRiva (2016) *Social, Social Networks Icon*. Available at: https://pixabay.com/illustrations/social-social-networks-icon-network-1834010/