

‘In the 21st century, the rise of social media means that one’s sense of ‘self’ is now more unstable than ever’. Critically discuss.

1801568
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Introduction

What is social media?

2 parts

► - Social &

► Media

Nations, 2019

The rise of social media

- ▶ Started in the early 2000s
- ▶ MySpace

Our world in data, 2019

Number of people using social media



Our world in data, 2019

Social media impacts

- ▶ Politics
- ▶ Society
- ▶ Commerce
- ▶ World of work

Social media effects on someone's 'self'

- ▶ Self- esteem
- ▶ Human connection
- ▶ Memory
- ▶ Sleep
- ▶ Attention span
- ▶ Mental health

Independent (N.D)

Loneliness

- Social isolation
- Lack of social belonging
- Engagement with others and fulfilling relationships

Brown, 2018

Social media linked to low self-esteem

- ▶ Loneliness
- ▶ Envy
- ▶ Anxiety
- ▶ Depression
- ▶ Narcissism and decreased social skills

Huffpost, (2017)

Social media policy

- ▶ Clearly sets expectations
- ▶ Protect brand reputation
- ▶ Increases employee advocacy

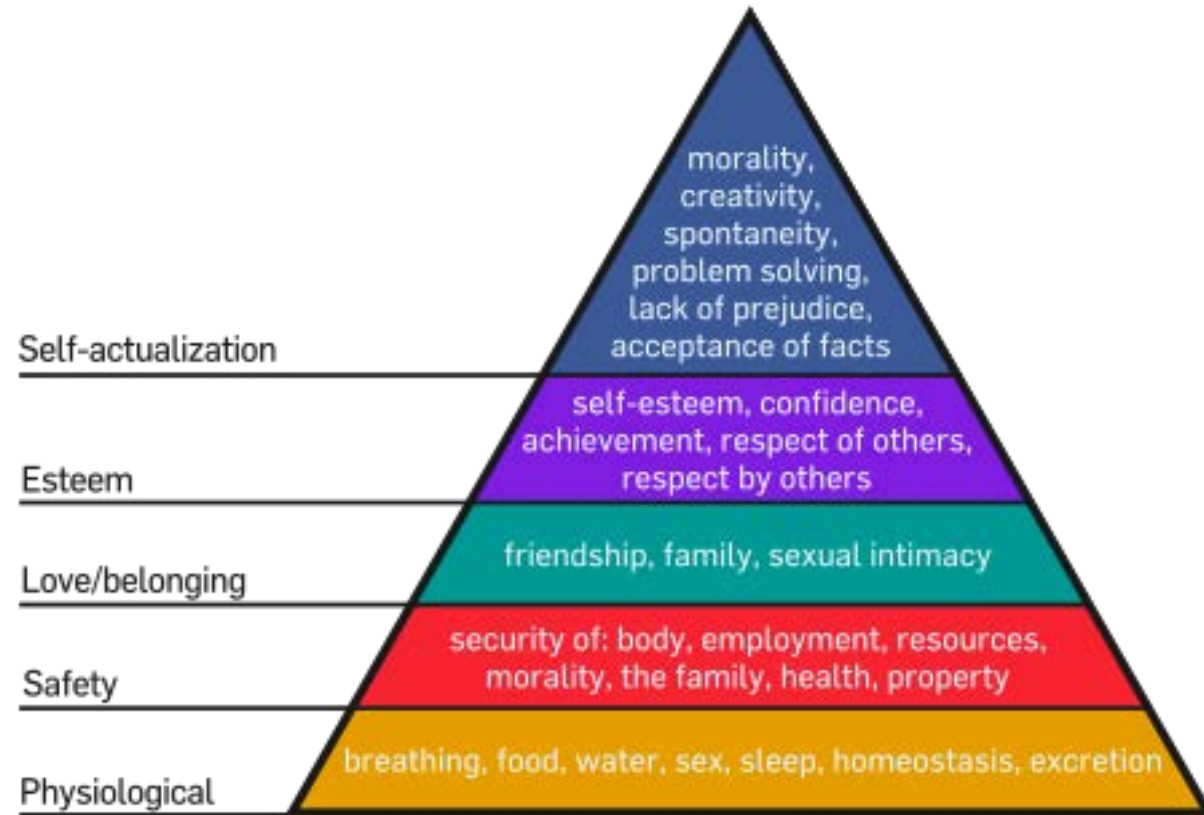
Bouman, (2019)

Coca-cola social media policy

- ▶ **Company and Agency Associates' Online Social Media Activities**
- ▶ **Expectations Online Spokespeople**

Bouman, (2019)

Maslow's hierarchy



Asher, (N.D)

► Conclusion

References

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