

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’

(Boyd & Ellison, 2008)

(Seargeant and Tagg, 2014,pg. 4)

(Bauminster and Leary, 2000)

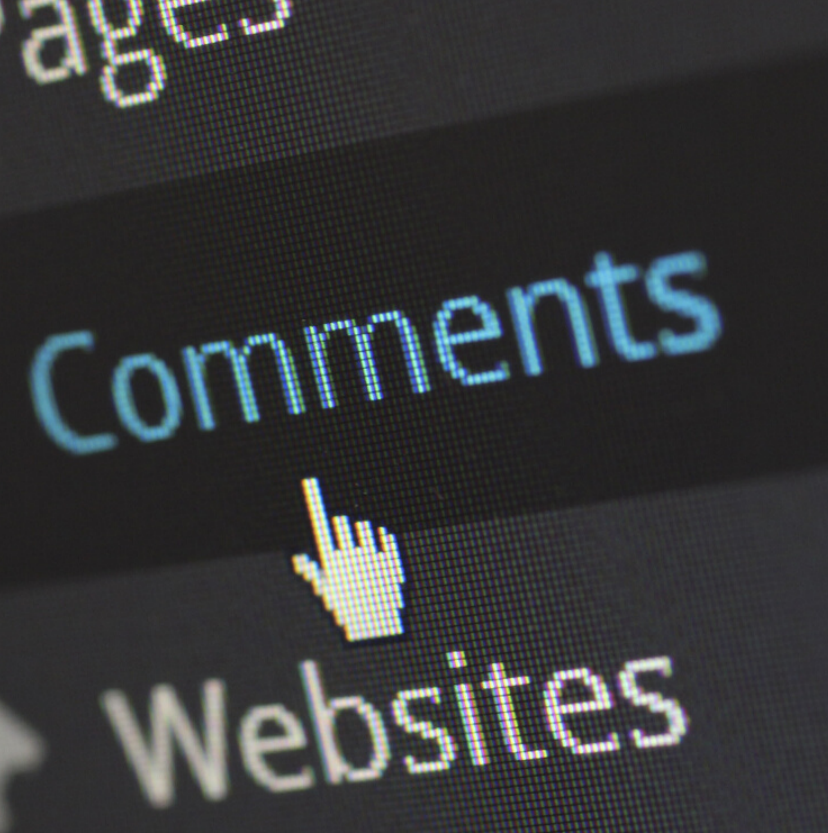
(Lipschultz, 2018, pg.53)

A person's hands are shown typing on a silver laptop keyboard. The laptop screen displays a grid of approximately 40 small video feeds, each showing a different person's face. The background of the entire image is a dense collage of many small, blue-tinted portraits of diverse individuals, creating a sense of a large, interconnected community or network. The person's left wrist is visible, wearing a gold-toned digital watch. The overall theme is digital communication and global connectivity.

(Image 1: Geralt, no date)



(Image 2: Pexels, no date)



(Image 4: Pixelcreatures, 2014)

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Communication

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

(Lipschultz, 2018,pg. 40)

Fundamental dynamics on social media

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)

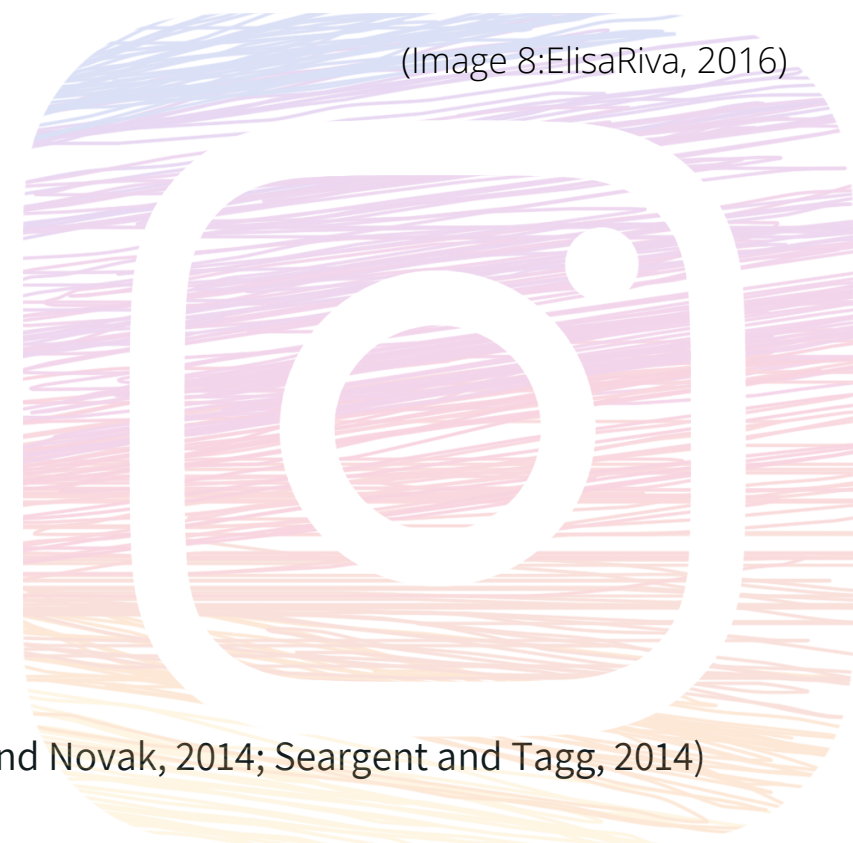
COMMUNITY - REAL LIFE VS SOCIAL MEDIA LIFE

Belonging
Quality Time
Personal attention
Groups
Social isolation/ integration

AUTHENTICITY

Trust
Accountability
Transparency

(Image 8:ElisaRiva, 2016)



(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

How do you feel ?





(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

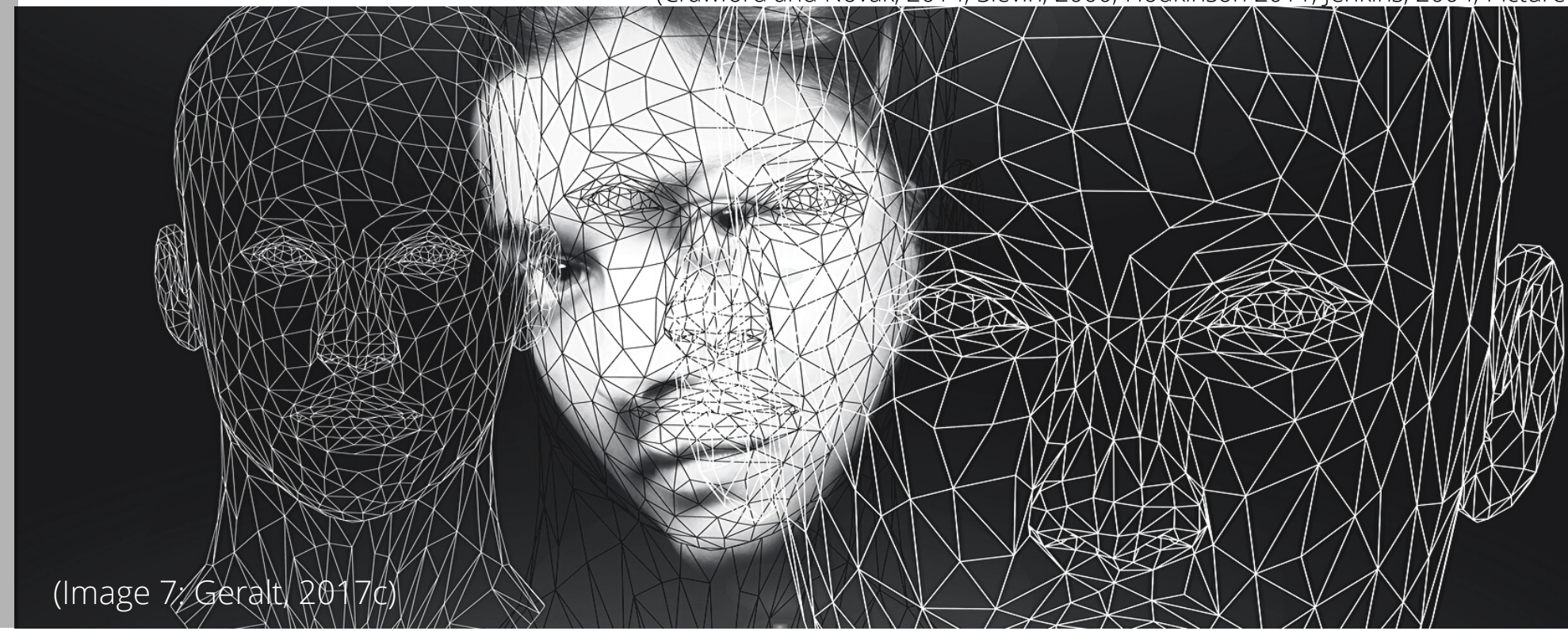
Social mirror

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)

Life on Social Media

Connections are more superficial

People search for security and stability of self and social identity

Sense of belonging

The Highlight Real Comparison

People compare their real life to other people's highlights and postings

Crisis of attention

Distraction by social media is now a norm - however we all need personal attention and quality relationships

Narcissism

Always searching for more likes and comments

Selfies must be perfect and photoshop is highly used



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

Image 1: Geralt (no date) *Faces, social, play, team*. Available at: <https://pixabay.com/photos/faces-social-play-team-teamwork-2679740/>

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/>

Image 4: Pixelcreatures (2014) *Cms, wordpress, content management*. Available at: <https://pixabay.com/photos/cms-wordpress-265128/>

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/>