Image 1

SOCIAL MEDIA AND SENSE OF SELF

By Donna Walters

What is Social Media?

- Computer and mobile based online platform
- Build social networks
- Those that have similar interests or family / friendship ties
- Enables different ways of communicating and sharing information

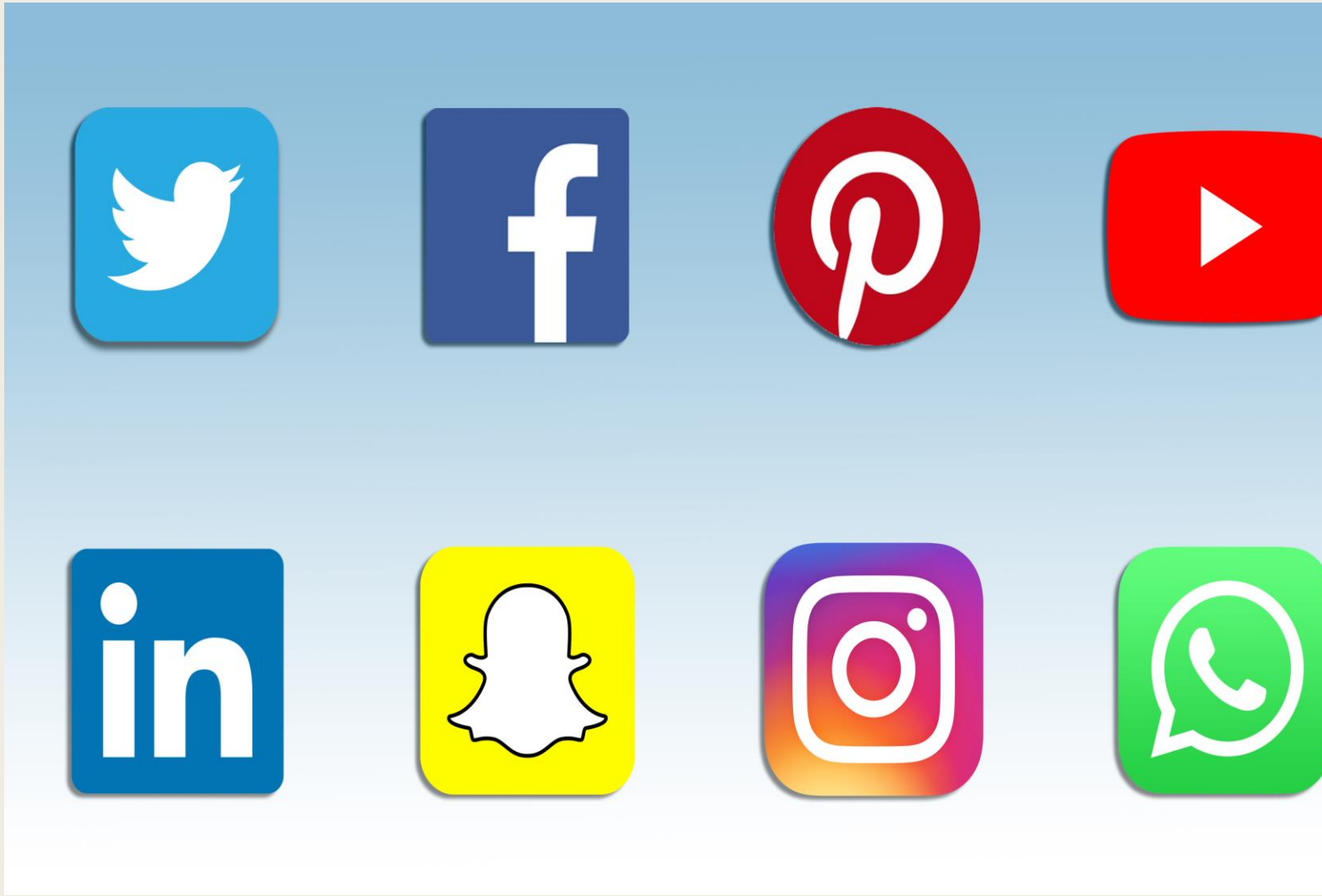

Image 2

(Obar and Wildman, 2015; Mayfield, 2006 *cited in* Veil, Buehner and Palenchar, 2011; Marken, 2009; Boyd and Ellison, 2007;).

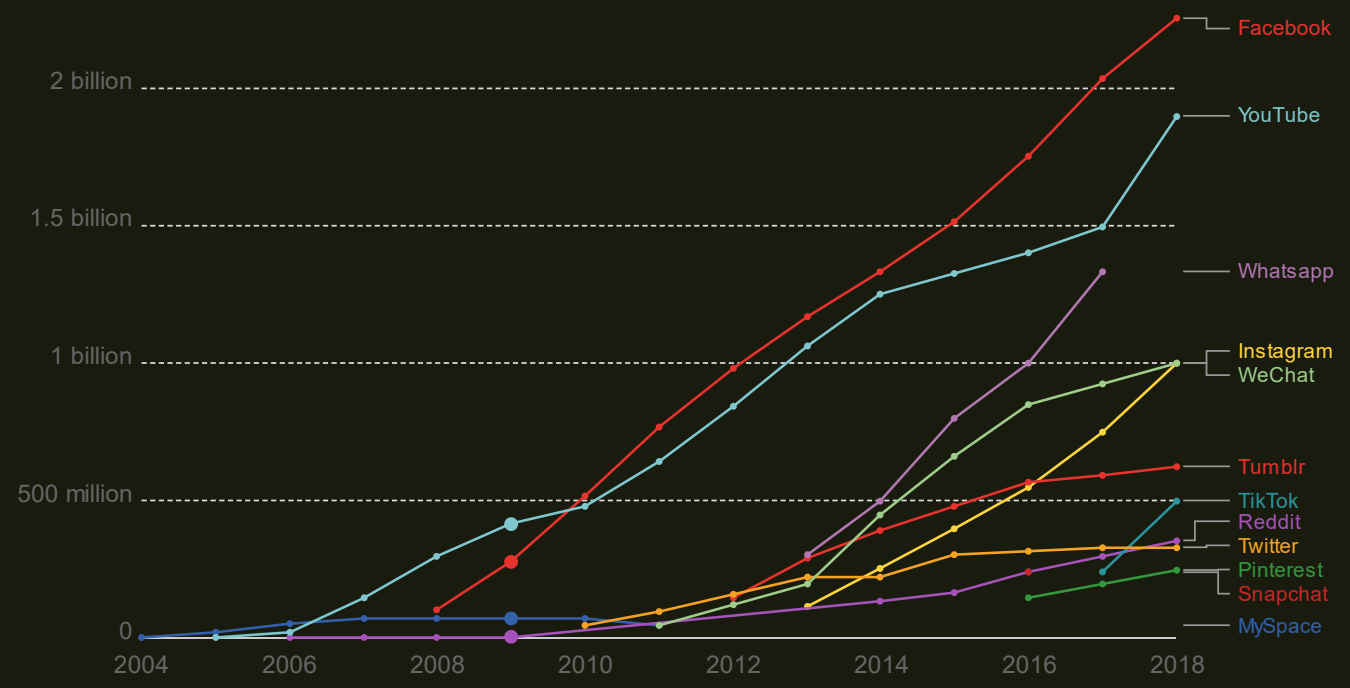

Image 3

Number of people using social media

- 3.5 billion users worldwide
- 1 in 3 people
- Both positive and negative effects
- Increased use of smartphones
- Can make you feel good
- Can also lead to addiction
- Impacts on sense of self

(Ortiz-Ospina, 2019; Chen and Lee, 2013; Haynes, 2018).

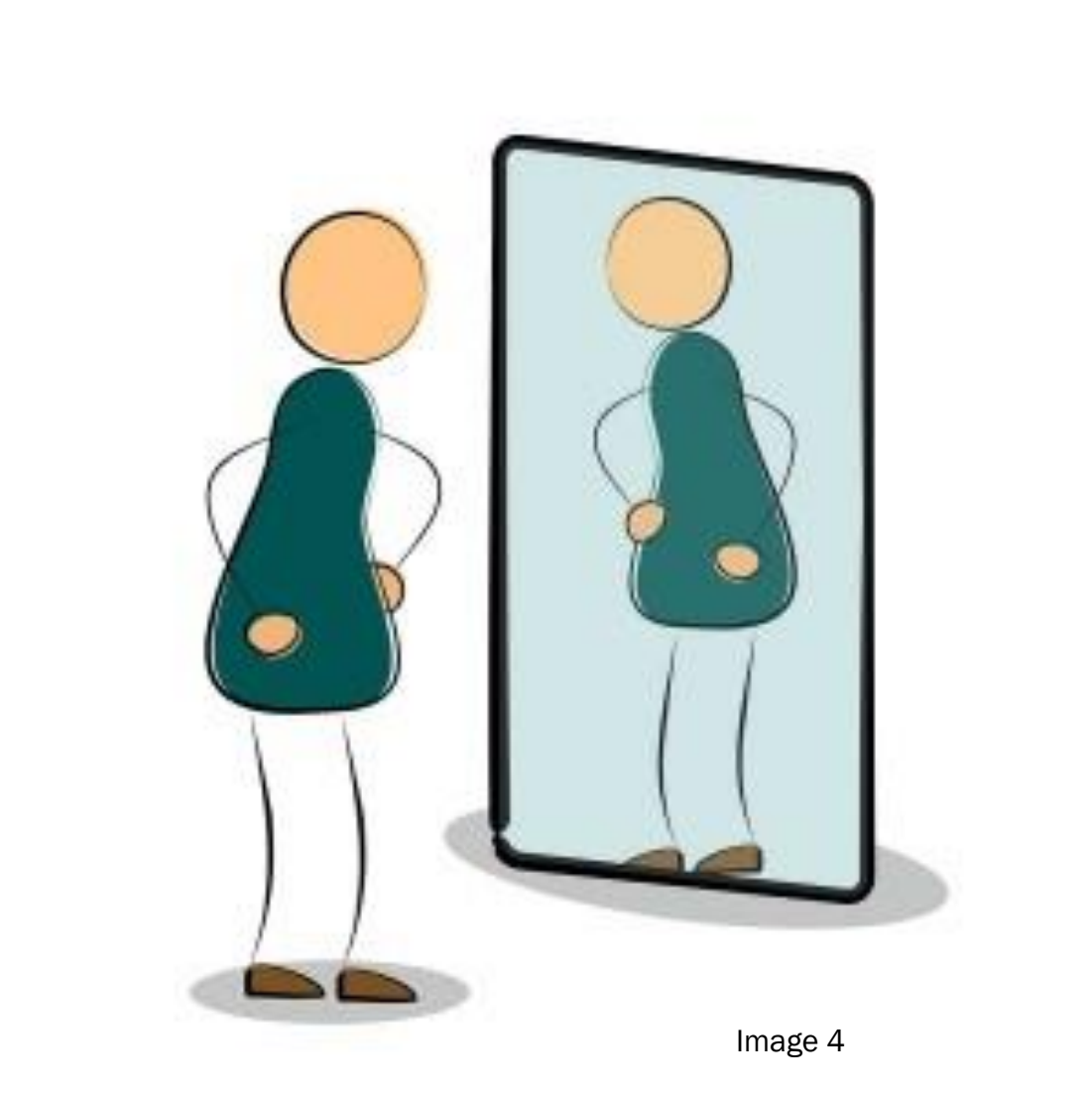

Image 4

Sense of Self

- How you perceive yourself
- Linked to your feelings about yourself, self esteem and confidence
- Critical for good mental Health
- Links positively and negatively with loneliness
- Social media can affect your sense of self leading to mental health problems

(Chen and Lee, 2013; Flury and Ickes, 2007; Vassiliadis, 2016; Bashir & Bhat, 2016; Unberson and Karaz Montez, 2010; AgeUK, 2018; Mental Health Foundation, 2020).

Image 5

Image 6

Good or bad?

- Quickly connects friends and families
- If separated by distance
- Can cause fall outs
- Breakdowns in relationships
- Unstable sense of self

(Vassiliadis, 2016; Duggan et al., 2014; Dunn, 2014; Lenhart, 2015).

Image 7

Comparison Game?

- only positive aspects which may not reflect true picture
- Can lead to envy and comparison of lives
- Body image
- Underpinned by Festingers (1954) social comparison theory

(Betton et al., 2015; Sarner, 2018; Vogel et al., 2014; Festinger, 1954; Scissors et al, 2016; Fukayama, 2018; Oakes, 2019).

Identity

- False identity
- Grooming
- Cyber bullying
- Young people are more at risk

(Fukayama, 2018; Krombholz et al., 2012; NSPCC, 2019; Evans, 2019; Knapton, 2018; Daugird, 2015).

Image 8

Image 9

New Legislation?

- Safest country in the world
- Social media companies are more accountable for the safety of their users.
- Independent regulator will oversee and can impose fines for breach
- Still not Law

(Gov, 2019)

Video 1

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