

#ubcpsyc325 PSYC 325 with Dr. Rawn

Psychology of Self in Social Media

Syllabus: <http://blogs.ubc.ca/psychsocialmedia>

Meetings: Tuesday & Thursday 11-12:20, BUCH A201



Agenda

- Who we are
- Syllabus questions, suggestions, ideas

- What is Social Media?
- Hermida reading
 - What does *self* have to do with it?

- *Begin to identify our themes of inquiry*
- Finding Thursday's readings...

Who are we?

- Learning Support Team
 - Instructor: Dr. Catherine Rawn
 - Teaching Assistant Team: Natasha, Meagan, Tianyou
- Learning Team
 - You!

Who is our Learning Team?

- By year...
 - 78% fourth+ years
 - 17% third years
 - 5% second years
- By program...
 - 78% BA
 - 8% BCOMM, 4% BSC, 2% BKIN
 - <1% BASC, BFA, BMUS, EXCH, UNCL
- By major...
 - 73% Psychology
 - 2% Marketing
 - <1% Accounting, Biology, Business Technology Management, Chemical Engineering, Cognitive Systems, Commerce, Economics, English, Entrepreneurship, French, Interdisciplinary Studies, International Relations, Microbiology & Immunology, Organizational Behaviour and HR, Philosophy, Political Science, Science, Sociology, Speech Science, Visual Arts, Voice, Undeclared

Visit Piazza to identify what other relevant psych courses you have taken

Large group discussion

- What is most important to learn?
- Learn how to learn (strategies to tackle new tasks)
- Learn how to be adaptable
- Acknowledge different perspectives and worldviews
- Think critically – analyze ideas
- Understand the world we're immersed in
- Build and nurture relationships

Small group brainstorm, large follow-up

- What can you learn on your own?
 - Explore strategies to learn on your own
 - Theory: tackle understanding on own
 - Develop foundation of knowledge first by reading and engaging in other resources
- What do you need help from me and other students to learn (in class)?
 - Get different perspectives on theory to understand more deeply (avoid confirmation bias)
 - Bring in, share experiences to connect with theory
 - Overview perspective, big picture, connect dots

The Syllabus

- Visit <http://blogs.ubc.ca/psychsocialmedia>
- Small Group Discussion
 - What questions do you have about the syllabus?
 - What ideas or suggestions do you have to improve it?
- Large Group Discussion for Follow-Up

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Learning Objectives

By the end of this lesson, you should be able to...

- Identify some of your Learning Teammates
- Contribute to scholarly inquiry through useful dialogue with fellow scholars face-to-face and online
- Summarize the major components of the syllabus
- Define *social media* and identify examples of what is and isn't included in that definition
- Identify examples of a model of the self
- Begin to ask questions about the Self in Social Media to inform later scholarly inquiry

What is Social Media?

A working definition of *Social Media*

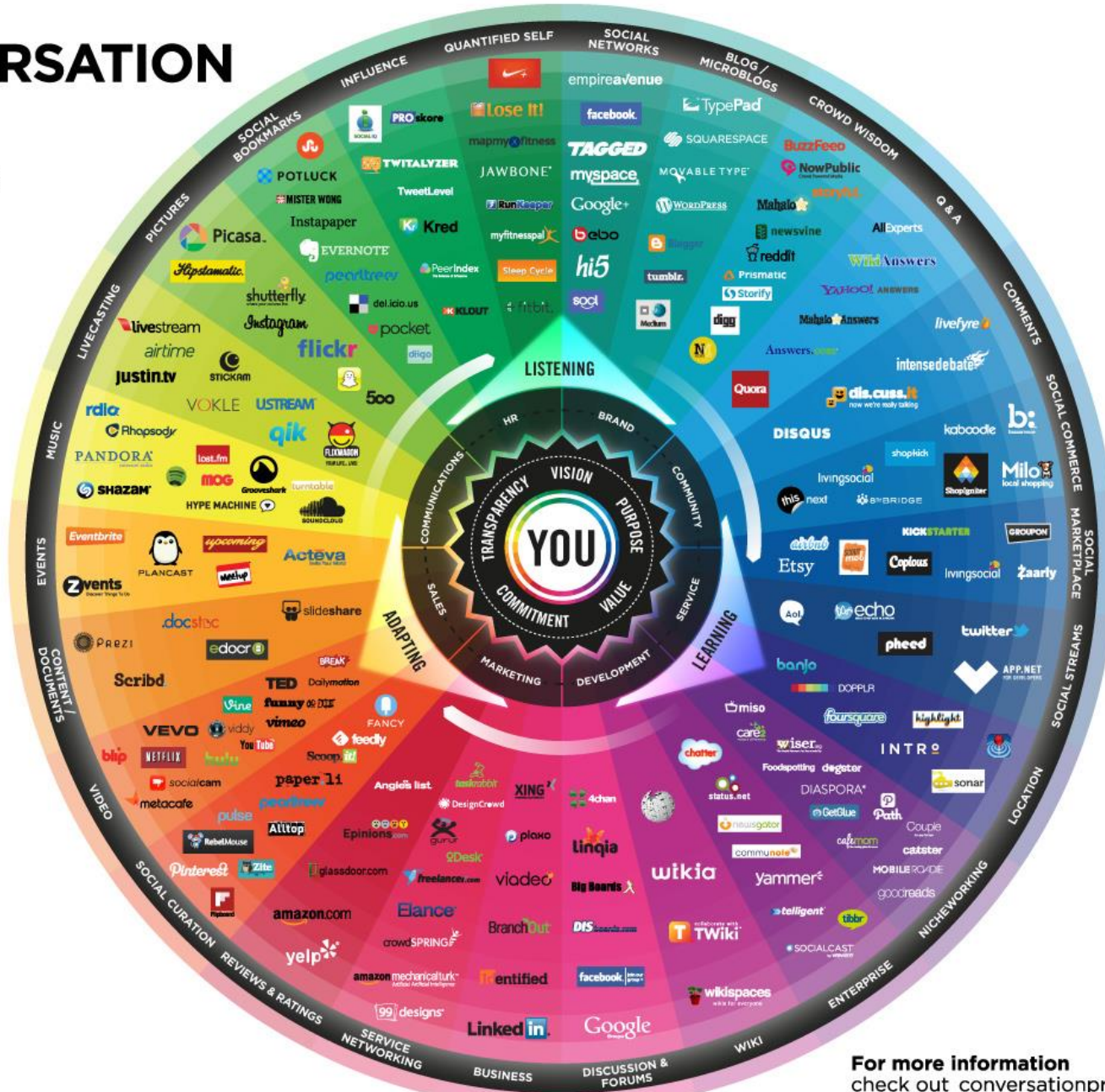
- Social media is the **collective of online communications channels** dedicated to **community-based input, interaction, content-sharing and collaboration**. Websites and applications dedicated to forums, microblogging, social networking , social bookmarking, social curation, and wikis are among the different types of social media.
 - <http://whatis.techtarget.com/definition/social-media>

Examples of Social Media

- Head to Piazza
- Poll: “What social media platforms do you use?”
- *What platforms are missing?*
- *Do the platforms that are there count as examples of social media, given our working definition?*
- Complete the poll (again)

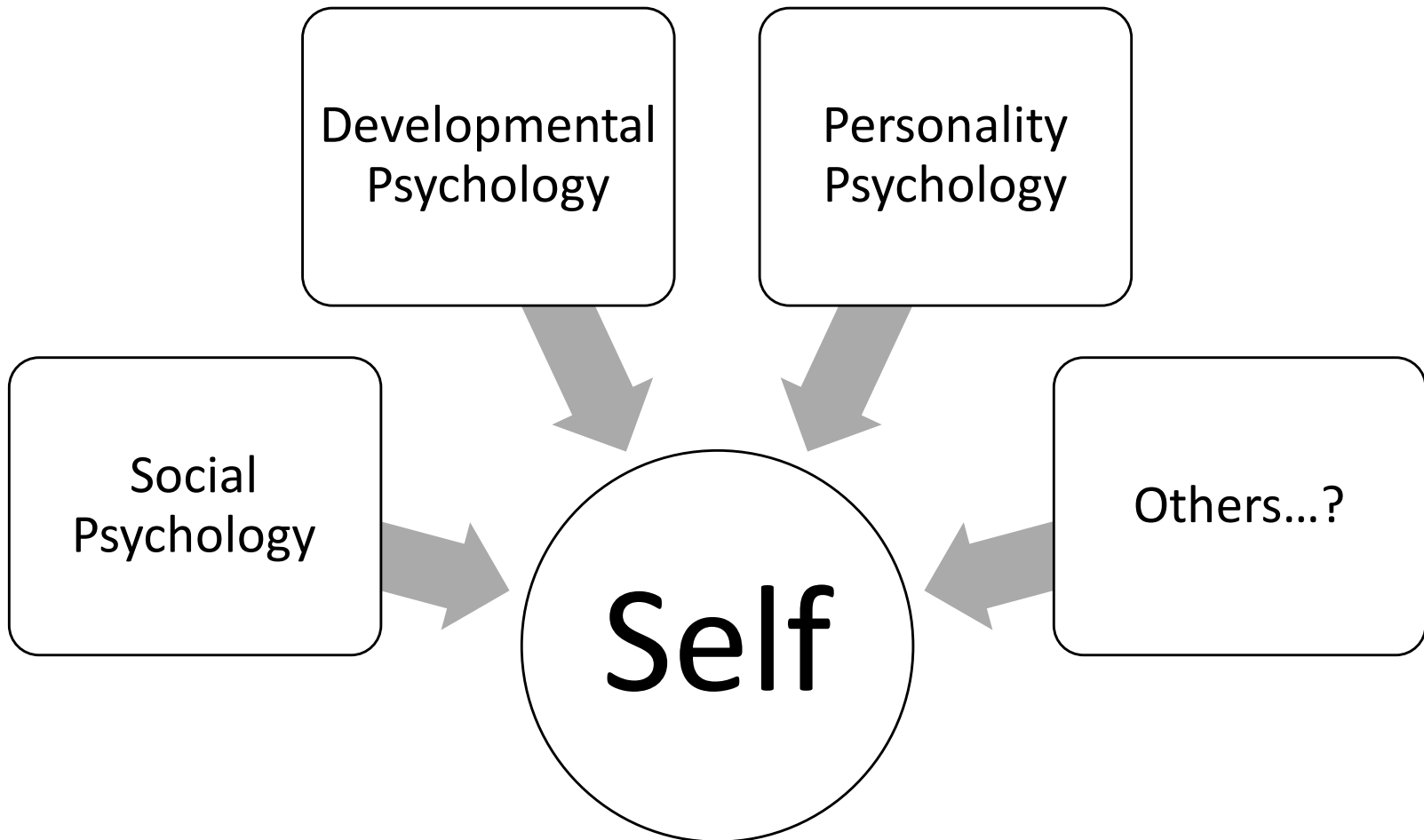
THE CONVERSATION PRISM

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For more information
check out conversationprism.com

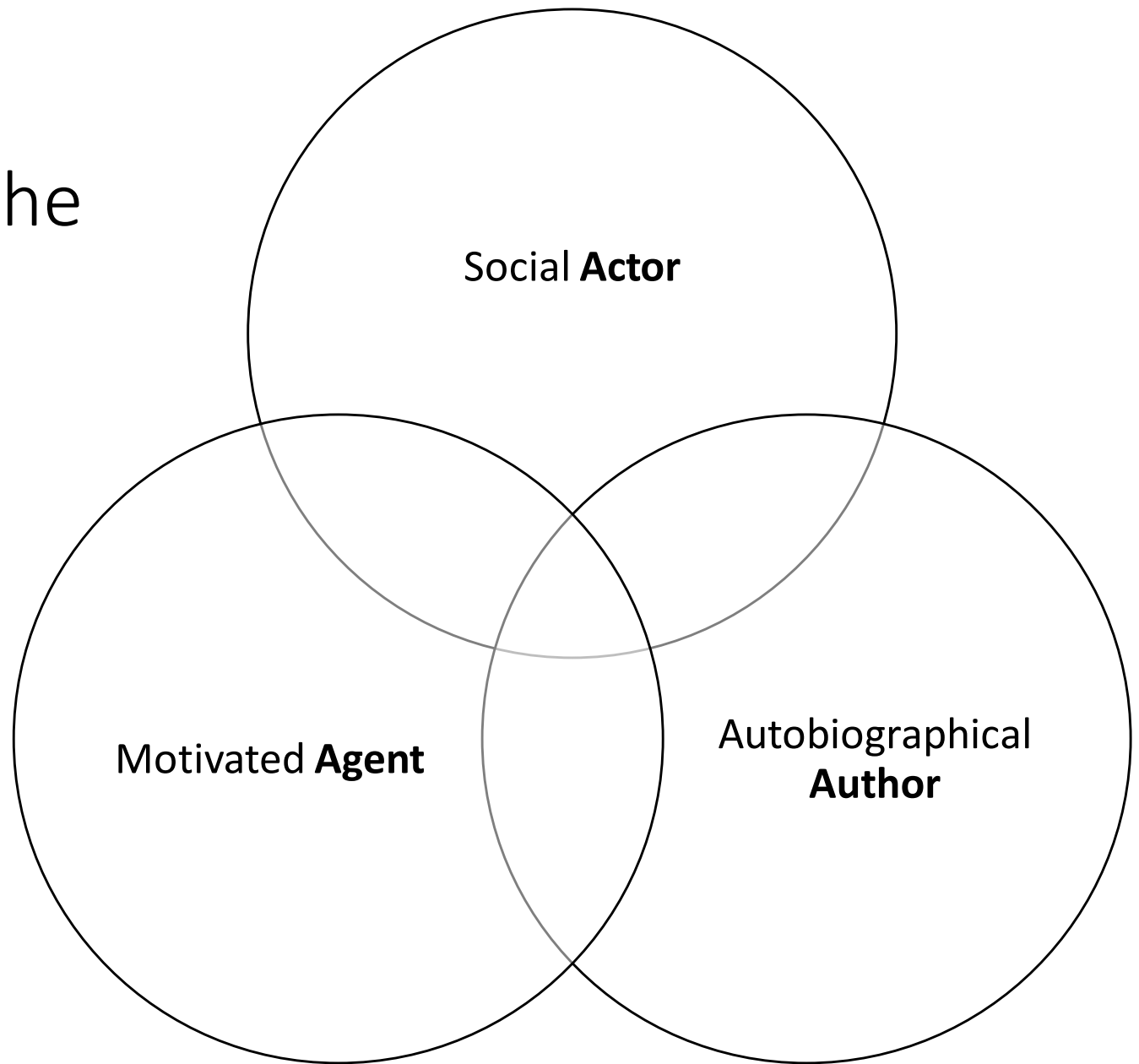
Narrowing the Scope of Inquiry



What is the SELF?

- “What happens when “I” reflects back upon “Me”.”
 - William James, via [McAdams](#)

What is the
SELF?



Tell Everyone, by Alfred Hermida

- Read the Introduction (8 pages)
- Identify examples of the Self as
 - Social Actor
 - Motivated Agent
 - Autobiographical Author

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- Read the Introduction (8 pages)
- Identify examples of the Self as
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- *Purposes: to link an abstract concept of the Self to concrete examples; to provide fuel for identifying themes of inquiry*

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In a group, generate questions, experiences, interests, phenomena we want to explore related to the self in social media.

Contribute the results of your discussion by responding to the Piazza question “Identifying our themes of inquiry”

Upcoming Classes

- <http://blogs.ubc.ca/psychsocialmedia/schedule/>
- Doing Research on the Internet
 - *How to find the articles?*
- Self Theory
- Building the rest of our Syllabus

Can you fulfill these Learning Objectives?

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