

#ubcpsyc325  
PSYC 325 with Dr. Rawn  
Psychology of Self in Social Media

Please have a copy of today's article and chapter ready.

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

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



# Readings: Personality (Accuracy)

- Back, M. D., Stopfer, J. M., **Vazire, S., Gaddis, S.**, Schmukle, S. C., Egloff, B., & **Gosling, S. D.** (2010). Facebook profiles reflect actual personality, not self-idealization. *Psychological science*, 21, 372-374.
- Chapter 8 from *Tell Everyone* (#Truths, Lies and Rumours)

**Tweet @ today's authors!**



@siminevazire

@samgaddis

@SamGoslingPsych

@Hermida

# Piazza questions

- We just finished discussing trolling behaviour, which highlights the crucial importance of skepticism when consuming information online.
1. Hermida discusses strategies and clues to help decode the credibility of information on social media. What surprised you or wasn't something you'd thought to consider before? What do you already do? Are you willing to share an example of how you have used that strategy?
  2. Hermida makes the following claim: "Misinformation can spread at lightning speed on the digital grapevine, giving greater urgency to the need to develop skills to sort fact from fiction" (p. 160). Reflect on your degree so far. In what ways has your degree prepared you to approach this task? What skills, techniques, ways of thinking, etc have you developed that (will) help you sort fact from fiction? What learning activities/ courses/ assessments/ topics helped you develop these skills?
  3. Summarize the key finding in Back et al. (2010). What question(s) do you have about the method, results, or theory?
  4. Consider our past readings and discussions (e.g., self-presentation, self-concept, ideal and actual selves). Which does our current readings remind you of? How are they connected?

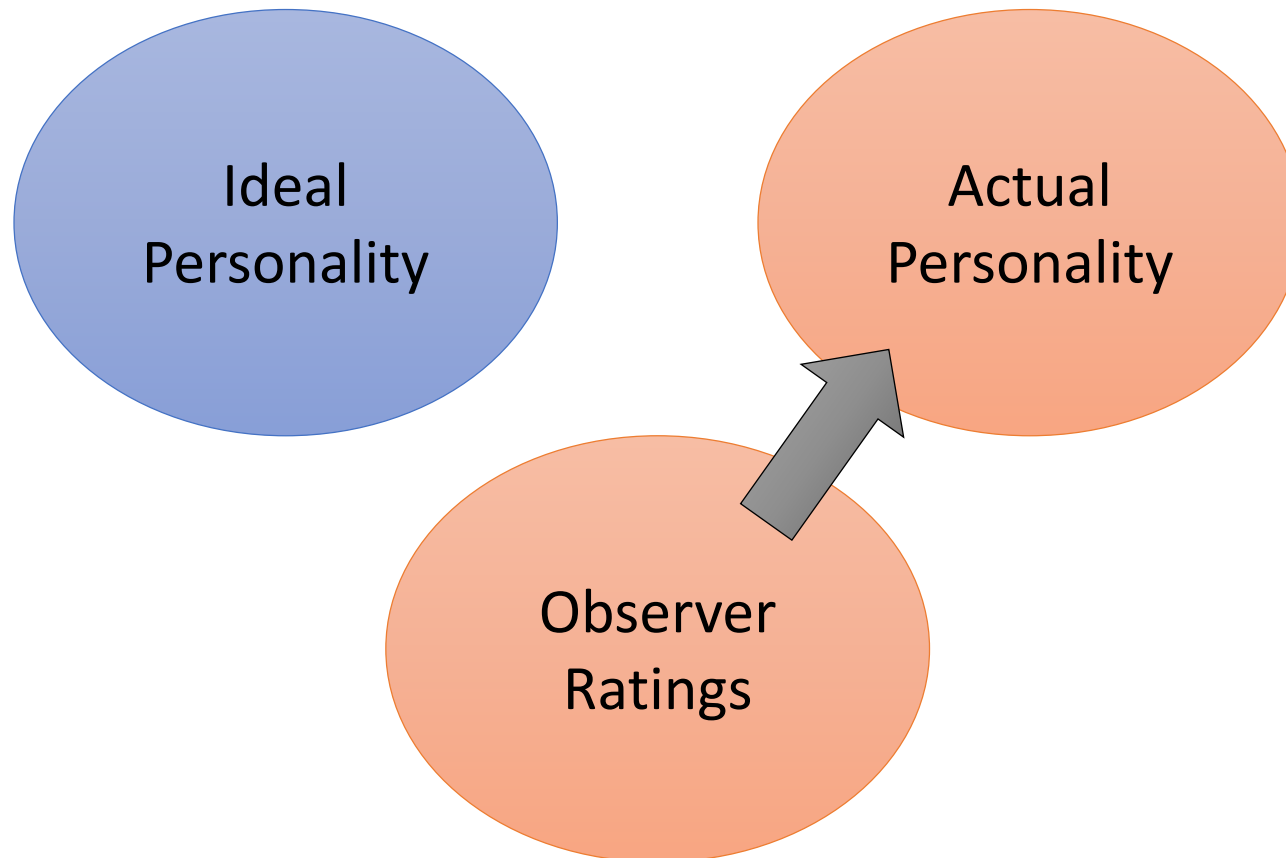
# Agenda

- Summarizing, contextualizing study results
- Detecting Falseness
- Merging Readings: Making and detecting false identities

# Summarizing Back et al. (2010)

- “People do not use their Facebook profiles to paint a picture of their idealized self, rather they use them to express their actual personality.” – Robin R
- Measured
  - Actual Personality (Self-reports, informant reports)
  - Ideal Personality (Self-reports)
  - *Observers of FB profile* rated Personality; averaged

Observer ratings based just on FB were unrelated to ideal, but were related to actual

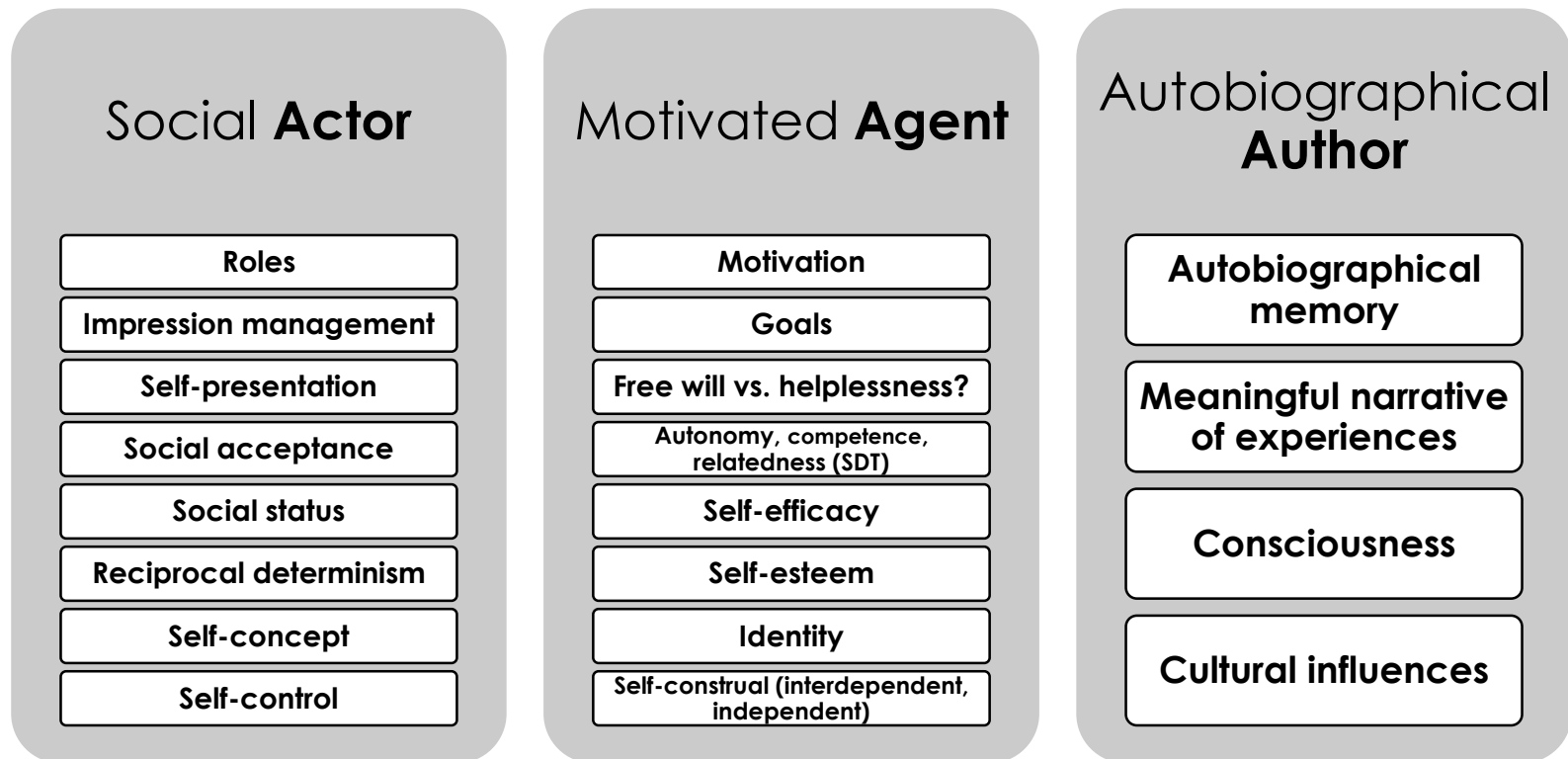


## Considering the results...

1. Do you think this pattern would hold if observers rated other social networking site profiles? *When would it hold, when not? Why?*
2. (Where) does this result fit in to McAdams' and Baumeister's models of Self?

# Overview of the theory of Self by McAdams & Cox

**(Where) does this result fit in to this model of Self?**



McAdams <http://nobaproject.com/modules/self-and-identity>, elaborated in McAdams & Cox (2010) Self and Identity Across the Lifespan.



# The Nature and Structure of the Self: An Overview

Baumeister (1999)

**(Where) does this result fit in to this model of Self?**

## Reflexive Consciousness

**Self-awareness**

**Self-knowledge (schema)**

**Self-esteem**

## Interpersonal Being

**Self-presentation**

**Cultural context**

**Influence from others**

**Influence on perceptions of others**

**Self-evaluation maintenance**

**Social comparison**

## Executive Function (Agent)

**Choice and control**

**Ego depletion**

**Self-regulation**

**Self-defeating behaviours**

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# Detecting falseness in Tweets (Hermida)...

- “The presence of **grammatical errors**, as well as the inclusion of **profanity**, as factors that **add authenticity** to the content of a post **during times of chaos** definitely made me think. It was funny when Hermida highlighted the **irony of this in contrast to the rules traditional news outlets are held to**. Maybe its because Facebook and Instagram have allowed you to edit your posts for a while now but I assumed one could do so on Twitter as well. I never really thought about the fact that you **cannot go back and edit what you originally posted** as a bonus filter helping to weed out faulty information.” – Alex M

# Merging Readings:

## *Making and Detecting False Identity*

1. How difficult or easy would it be to maintain a false identity online? What would make it easier? More difficult?
2. Think of your ideal self and how much it differs from your actual self. What would you have to do (differently) to maintain your ideal self on social media?
3. (How) could someone detect it? Or, more generally, how can false online identities be detected? (Advice to the naïve?)

*Is this conversation influencing  
how you think about whether  
personality is accurately  
expressed online?*