

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

Please have a copy of today's article  
ready.

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

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



# End of Course Readings...

## Today

- \*Yang, C. C., & Brown, B. B. (2016). Online self-presentation on Facebook and self development during the college transition. *Journal of Youth and Adolescence*, 45, 402-416.

## Tuesday

- Chapter 10 of *Tell Everyone* (#The Way Ahead)

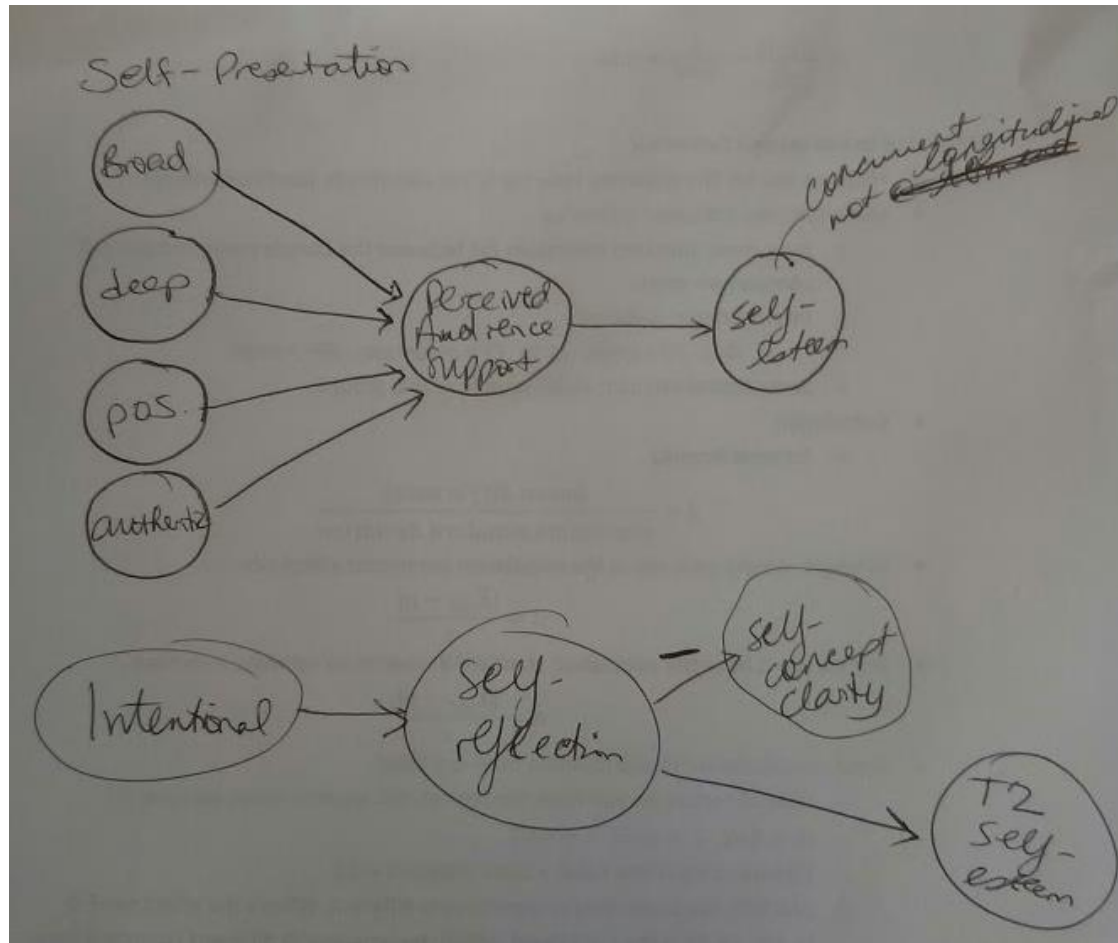
# Agenda

- Exploring study methods & results
- Exploring Facebook posts and certainty of identity expression
  - Developing hypotheses
- Building a theoretical model using Fig 1 as an example
  - *Preparation for final exam*

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- **Key variables** (based on Catherine X)
  - Self-presentation on Facebook: breadth, depth, positivity, authenticity, intentionality
  - Audience supportive feedback (perceived)
  - Self-reflection: degree to which people generally reflect on own feelings, thoughts
  - Self-esteem: self-worth, one's positive evaluation of self
  - Self-concept clarity: the extent to which the contents of an individual's self-concept are clearly defined, consistent and stable
- What are the main conclusions?
  - Diagram

Based on the abstract...



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- Figure 1 represents a summary of the researchers' hypotheses and questions they intend to explore.
  1. What is similar and different from the models based on data (i.e., Figures 2 and 3)?
  2. Which of the *mediation* hypotheses are and are not supported by the longitudinal data in Figure 3?

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- *What have we learned from this study?*
- *How would you link the results and theory from this article to one of the course themes?*
- *How would you use the results to explain/understand/interrogate an event you've witnessed in social media?*

# Exploring Self-Concept Clarity and Identity Expression in various contexts

- In the discussion, the researchers surmise that “**students’ Facebook posts only involve aspects of the self about which they feel secure and certain**” (p. 413).
- *Do you agree? Lets play with hypotheses...*
  1. Where/when will new undergraduates present certain/confident/secure aspects of their identity? (Consider both online and offline.)
  2. Where/when will new undergraduates present uncertain/shaky/insecure aspects of their identity? (Consider both online and offline.)
- Are these locations similar or different from each other?
- How might you go about testing some of these predictions?



# Building theoretical models

[working toward the  
final exam Q2]

## Task for today & Thursday

- **Use Figure 1 as an example** of how to build a theoretical model using past research.
- Pick 5 Self-relevant variables we have explored throughout the term. Arrange them in a model that summarizes how you see them fitting together.
- In an accompanying narrative, note why you drew each connection (cite relevant research to back up your arrangement).

## Here's how I recommend approaching it

1. List all course themes (see Schedule)
2. Compile all readings and your notes on them
3. Generate a list of all major variables we have explored (keep track of which readings feature which variables)
4. Pick 5 variables you want to feature heavily
  - *You think they're central to Self*
  - *You can envision a meaningful way to organize them (e.g., mediation and/or causal pathways)*
  - *You can relate to them such that you will be able to evaluate your own social media engagement with the model you create*