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

Yes or no: Do you "share" stories on social media? Find two people to work with who answered the same way you did.

Introduce yourself! What's your favourite article of clothing and why?

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

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

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Theme 2: Self-Concept and Self-Presentation

- Self-Presentation

Tues Feb 2

  - Can you guess who I am? Real, ideal, and false self-presentation on Facebook among emerging adults. (Michikyan, Dennis, & Subrahmanyam, 2014)

- Self-Concept and Identity

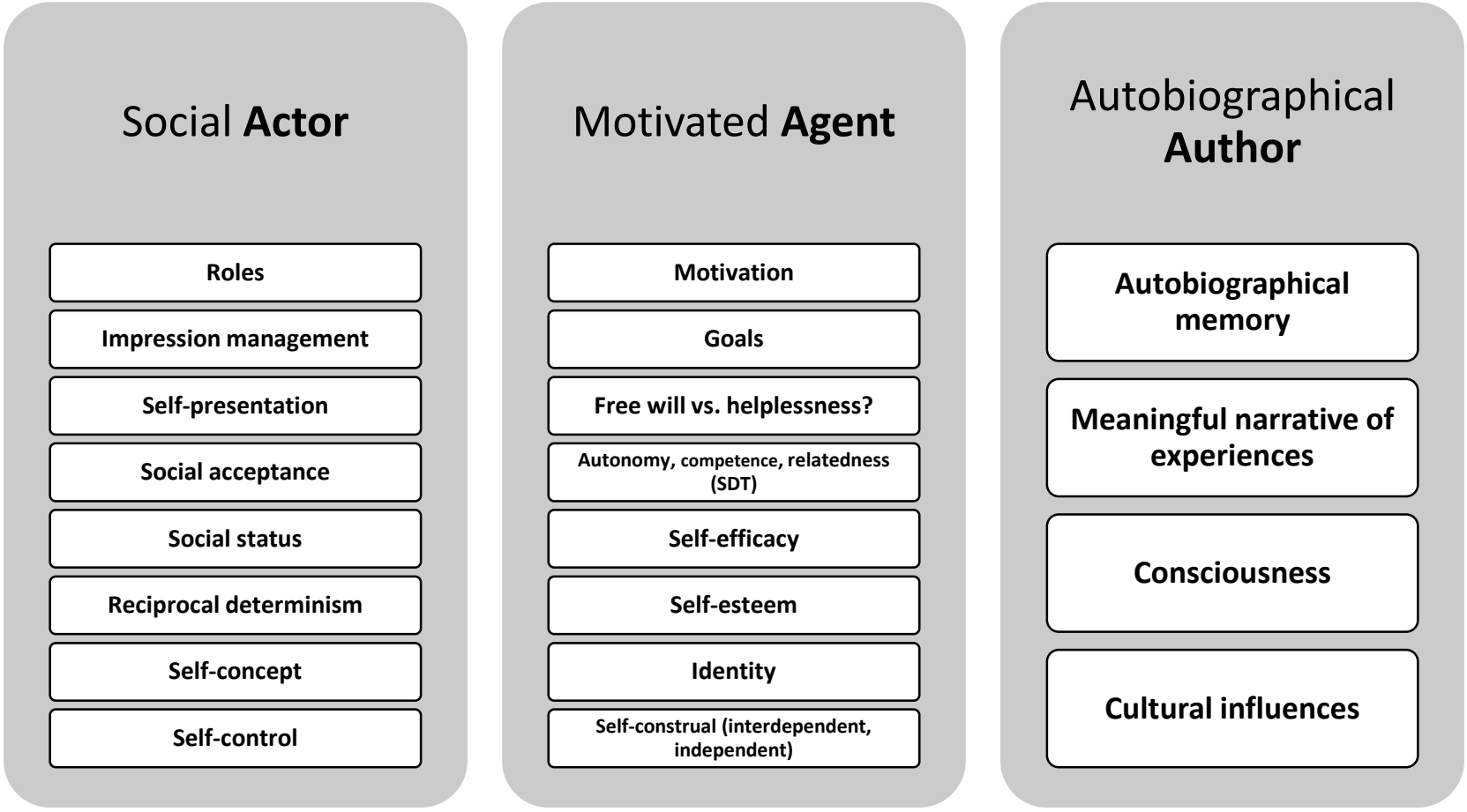
Thurs Feb 4

  - Identity shift in computer-mediated environments. (Gonzales & Hancock, 2008)
  - #OMG!IHaveToTellYou

Tues Feb 9

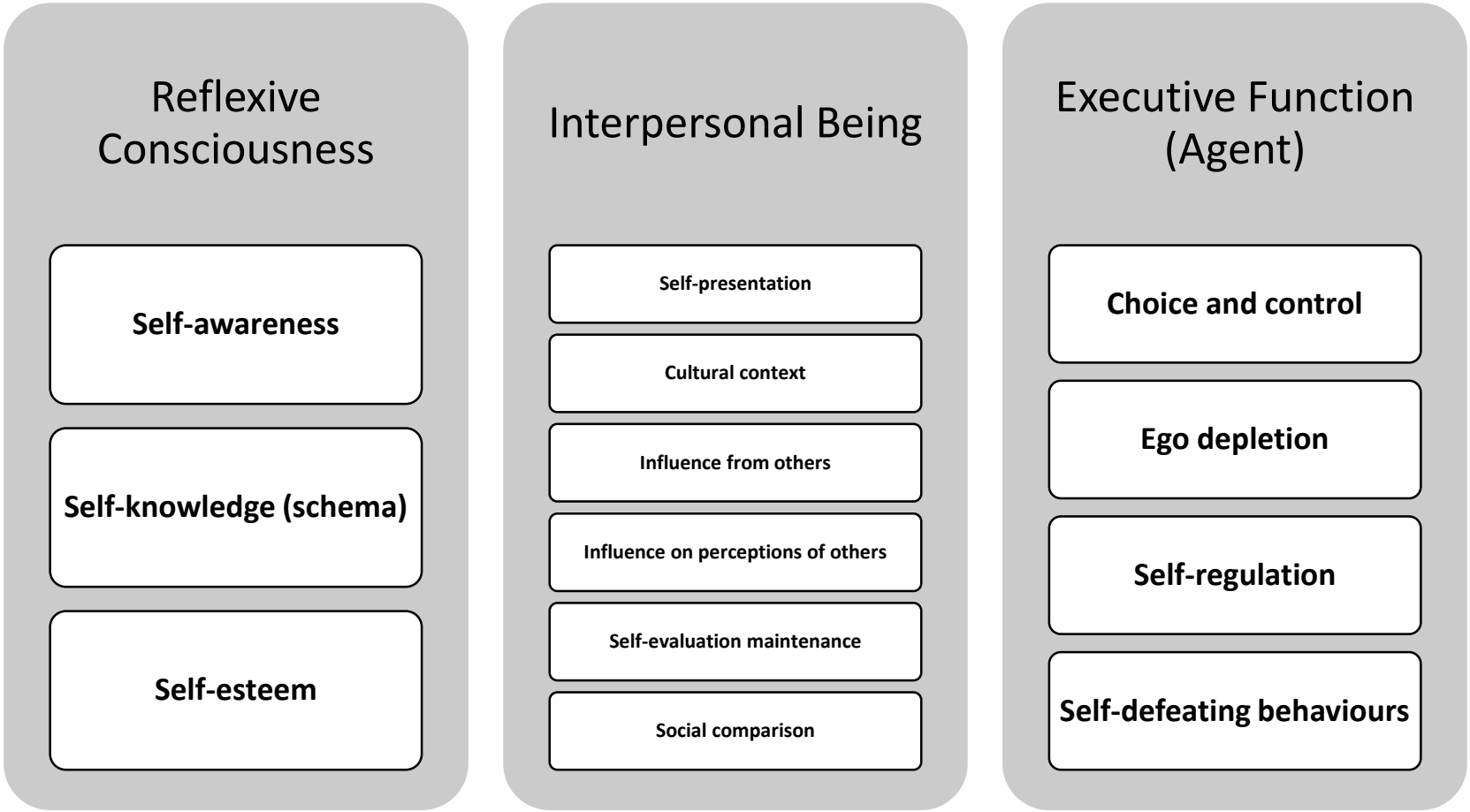
  - Extended self in a digital world. (Belk, 2013)

Overview of the theory of Self by McAdams & Cox (2010)



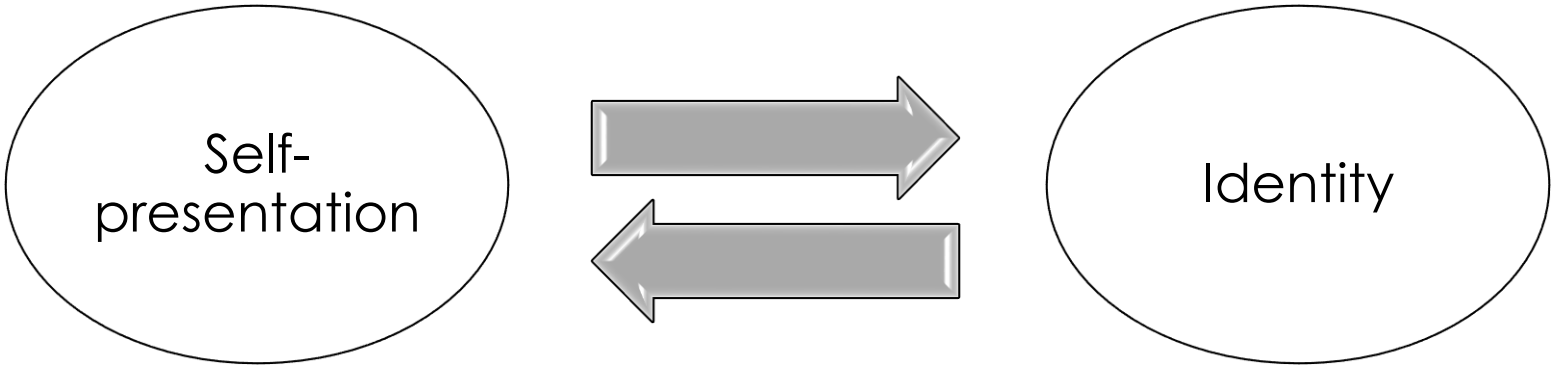
McAdams http://nobaproject.com/modules/self-and-identity, elaborated in McAdams & Cox (2010) Self and Identity Across the Lifespan.

Overview of the theory of Self by Baumeister (1999)



Integrating the Readings

In light of the Gonzales article we read on internalization of traits presented publicly, **I imagine that the choice of what we share online might have an impact not just on our choice of self-presentation, but ultimately our self-concept as well.** It's likely we choose not to share depressing stories because we do not want those in our social network to label us as the 'Debbie Downer', but also because sharing these types of stories might ultimately affect our own mood and how we view ourselves. – Mariana S.



Look at the last six things you shared on social media (e.g., Facebook, Twitter), or think of the stories you've recently shared F2F

- What do you share?
- What identities might you be signalling? Are you trying to present a particular identity (deliberately or not)?
- What is the emotional valence of the things you're sharing? How does it map on to Hermida's assessment of what gets shared?
- In what ways might those shares have an influence on your identity (i.e., Gonzales & Hancock, 2008)?

Here are the last six stories I have shared on FB…

Catherine Rawn via **The Huffington Post Canada**
February 1 at 5:42pm

"A big pharmaceutical company sells a product that claims it does something when it doesn't. That's what this case is about." -- about time!

Cold-FX Doesn't Work, Everyone Should Get Their Money Back: Lawyer

The popular herbal cold remedy Cold-FX is no better than a placebo a treating colds, and the manufacturer has known that for more than a decade, alleges a lawsuit…

HUFF.TO

Like · Comment · Share · Hootlet

Amber Rae, Mijke Rhemtulla, Suzanna Crage and 6 others like this.

Catherine Rawn feeling thankful with Russell Ball and 2 others.
February 1 at 12:28am

This could have been a much more difficult day than it was, traveling north from San Diego.

Winds topping 115 mph hit Southern California; 1 killed when tree falls on car

A powerful storm moved into Southern California on Sunday, bringing unusually strong winds of up to 70 mph to Los Angeles and Ventura counties.

WWW.LATIMES.COM | BY LOS ANGELES TIMES

Like · Comment · Share · Hootlet

Sharon Mears, Mary Ann McLeod and 2 others like this.

Catherine Rawn
January 29 at 5:19pm

Interesting.

2 FEB

Protest the UBC Board of Governors …
Tue 12:30 PM · Robert H. Lee Alumni Centre · …
Victoria Savalei and Kalina Christoff went

Interested

Like · Comment · Share · Hootlet

Catherine Rawn
January 27 at 5:35pm

Yes! This was my life!!

22 Torturous Things OAC Grads Will Never Forget

AKA The Ontario Academic Credit, aka Grade 13, aka the Victory Lap.

BUZZFEED.COM | BY KAT ANGUS

Like · Comment · Share · Hootlet

Jackie Rea likes this.

Catherine Rawn shared Bell Let's Talk's photo.
January 27 at 11:17am

Bell Let's Talk with Alice Laquian-Paule and 47 others.
January 26 at 7:30pm

Like Page

Today is Bell Let's Talk Day! Every time this post is shared, we'll donate an additional 5¢ to mental health initiatives in Canada. http://bell.ca/letstalk #BellLetsTalk

Like · Comment · Share · Hootlet

Catherine Rawn
January 18 at 4:06pm

"...college is not a commodity. It's a challenging engagement in which both parties have to take an active and risk-taking role if its potential value is to be realized."

College is not a commodity. Stop treating it like one.

What truly makes an education valuable: the effort the student puts into it.

WASHINGTONPOST.COM

Like · Comment · Share · Hootlet

Suzanna Crage, Kiley Hamlin, Amber Rae and 7 others like this.

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Building from Gonzales & Hancock (2008)

- Their study was published in 2008. How might we see their findings apply today? Might they hold differently on different social networks (in other words, do you think platform *moderates* their effect)?

In class discussion:
Facebook and perhaps Tumblr are potential candidates for seeing a stronger effect, depending on how people are using them.

Building from Gonzales & Hancock (2008)

- Let's attempt to replicate the Gonzales & Hancock study using a quasi-experimental design using the archives of what people naturally post online. How might we go about doing that?
- Hypothesis
- "IV" or Comparison Groups or change over time
- DV – *what do we need to measure? How?*

In class study design brainstorming… taking a first stab at what we might do to replicate a study

Why did we do this? Remember Learning Goals 2&3!

- Expressions of our hypothesis
  - Publicness moderates self-concept integration with social media posts.
  - People who take on a certain persona that isn't congruent with how they feel internally in a public domain end up shifting their identity toward that. (But not in a private domain.)
- Potential study designs
  - Examine the social media archives of new politicians. Compare before and after they declare they're running for office. DV = number of / extent to which posts that align with the party's values. An increase suggests an increase in self-presentation (& perhaps identity?)
  - Identify a group of social media user's accounts (with their permission). Use Gonzales & Hancock's measure of extraversion-introversion: more emotion words and social words indicate more extraversion. To measure attempts to engage in self-presentation, record the proportion of posts that are "edited."