

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

Which Belk sub-section did you read? Try to create a group of 5 with one person who has read each subsection! 😊
Please have the article ready. Skim others' ideas on Piazza.

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

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



For your interest...

Examples of Excellent Journal Article Evaluations

- Kramer, A. D. I., Guillory, J. E., & Hancock, J. T. (2014). Experimental evidence of massive-scale emotional contagion through social networks. *Proceedings of the National Academy of Sciences*, *111*, 10779. Retrieved from <http://www.pnas.org/content/111/24/8788.full.pdf>.
- Social networking sites are getting more and more ubiquitous among Internet users. Amidst those sites, Facebook again ranks the first place. Because so many people are posting their activities and engaging in conversations about them, prominent concern is emotional contagion. In the past, it was proven that emotional contagion can occur via computer text-based conversations, and that friends' emotional expressions are effected by their friends' emotional expressions even days later. Kramer et al. (2014) tested whether exposure to emotions on Facebook newsfeed affected people to post contents consistent with that exposure, showing emotional contagion. This experiment was manipulated by the extent to which people were exposed to a reduction of positive postings or a reduction of negative postings, and the control condition was where the reduction of postings was random. Results indicated that when people were exposed to a reduction of positive postings, they posted larger percentage of words that were more negative than positive, whereas the opposite was true for the reduction of negative postings. This finding stands in contrast of the previous belief that viewing positive posts by friends makes us lonelier and affects us negatively, for example, via social comparison. Given that the scale of social networks such as Facebook is massive, even small influences on our emotions can have large consequences, such as affecting even our behaviours outside Internet.

Examples of Excellent Journal Article Evaluations

- Lee-Won, R. J., Shim, M., Joo, Y. K., & Park, S. G. (2014). Who puts the best “face” forward on Facebook?: Positive self-presentation in online social networking and the role of self-consciousness, actual-to-total Friends ratio, and culture. *Computers in Human Behaviour*, 39, 413-423.
- When Facebook was found by a couple of students, they wouldn't have imagined it to become such a worldwide revolution in social media. However, despite this worldwide cultural usage, R. J. Lee-Won et al. (2014) hypothesized a difference in people's positive self-presentation depending on culture, self-awareness (individual), and actual-to-total friends ratio (interpersonal). They conducted surveys on these three variables on individualistic North American culture in the US and collectivistic East Asian cultures in South Korea, and compared the three survey scores with how much each person engaged in positive self-presentation. The results indicated that only culture was a significant moderator. Facebook users in the United States are more likely to engage in positive self-presentation because positivity in presenting oneself is considered to be an important norm, whereas it is not as much as critical in Korea. What's also interesting is that South Koreans show less positivity in presenting themselves when they have more actual friends in Facebook, perhaps because East Asians normally express positivity online when the intimacy of relationship is low. This difference in the US and South Korea of how much they present and to whom they present positivity proves a significant cultural influence. Today, more than 1.28 billion monthly active Facebook users are on record. This means, wherever you travel abroad, there will be a good number of people around you doing Facebook. Therefore, it is important that we attend to the effects of culture on social platform uses.

Examples of Excellent Journal Article Evaluations

- 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.
- It is a widely held belief that many online profiles represent idealized versions of a person's characteristics and lifestyle. In this paper, the researchers examined if people's profiles on sites like Facebook conveyed accurate or idealized representations of the profile owner. The researchers asked each participant to complete a personality test in order to get an idea of their true personality. The researchers also asked four close friends of each participant to complete the same test, to help more accurately discover the real personality traits of each participant. Next, to check if each participant's profile was authentic or idealized, random observers looked over each profile and completed a report to capture their first impressions of each profile owner's personality. When these two results were compared, it was found that most profiles did represent the real personality of the owner, rather than an idealized version. This information is useful for a number of reasons. For instance, when looking to meet someone new, this research reassures us that viewing a social media profile can help you get an accurate picture of someone's life and personality.

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

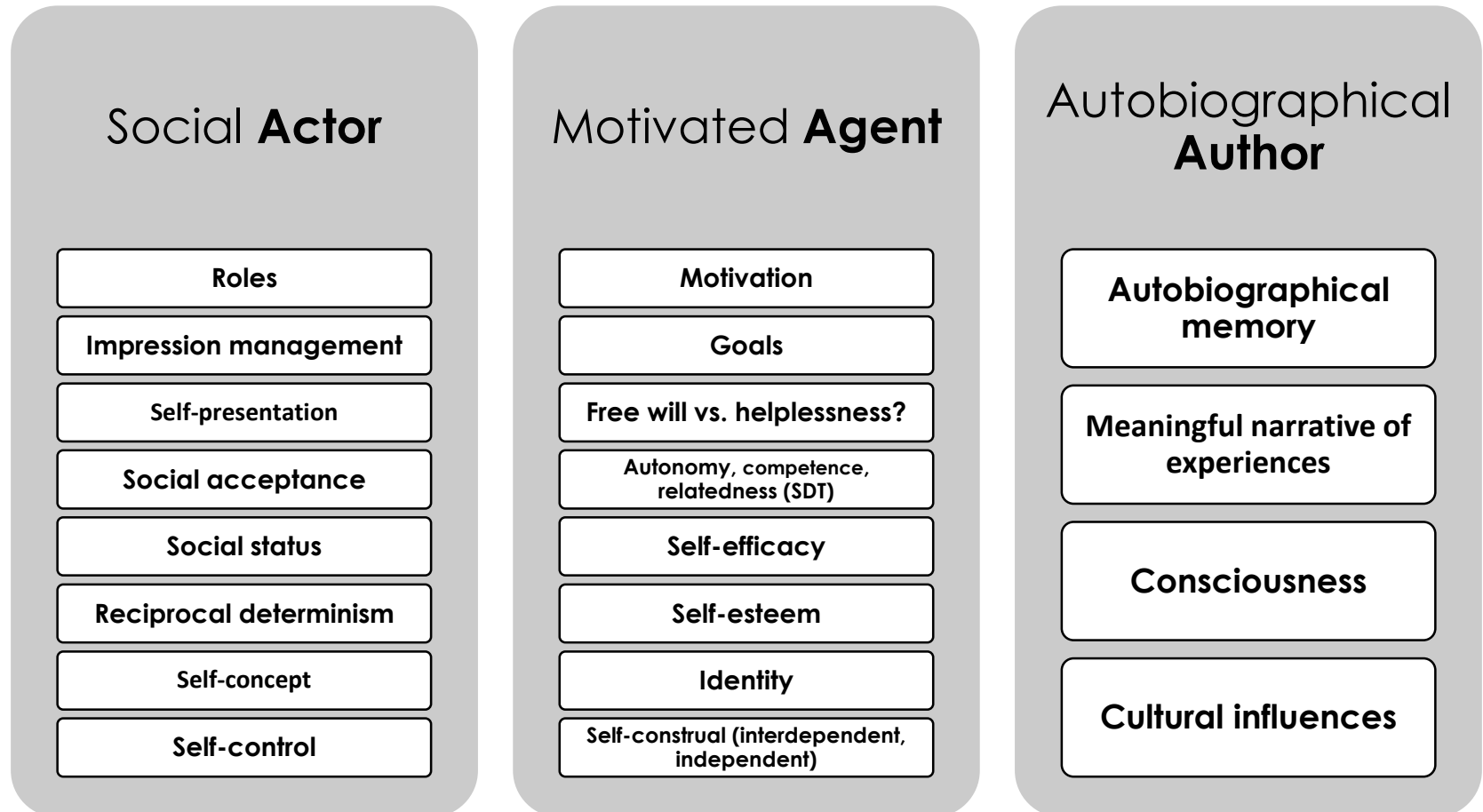
- Identity shift in computer-mediated environments. (Gonzales & Hancock, 2008)
- #OMG!!HaveToTellYou
- Extended self in a digital world. (Belk, 2013)

Tues
Feb 9

The Extended Self in a Digital World (*Journal of Consumer Research*, Belk, 2013)

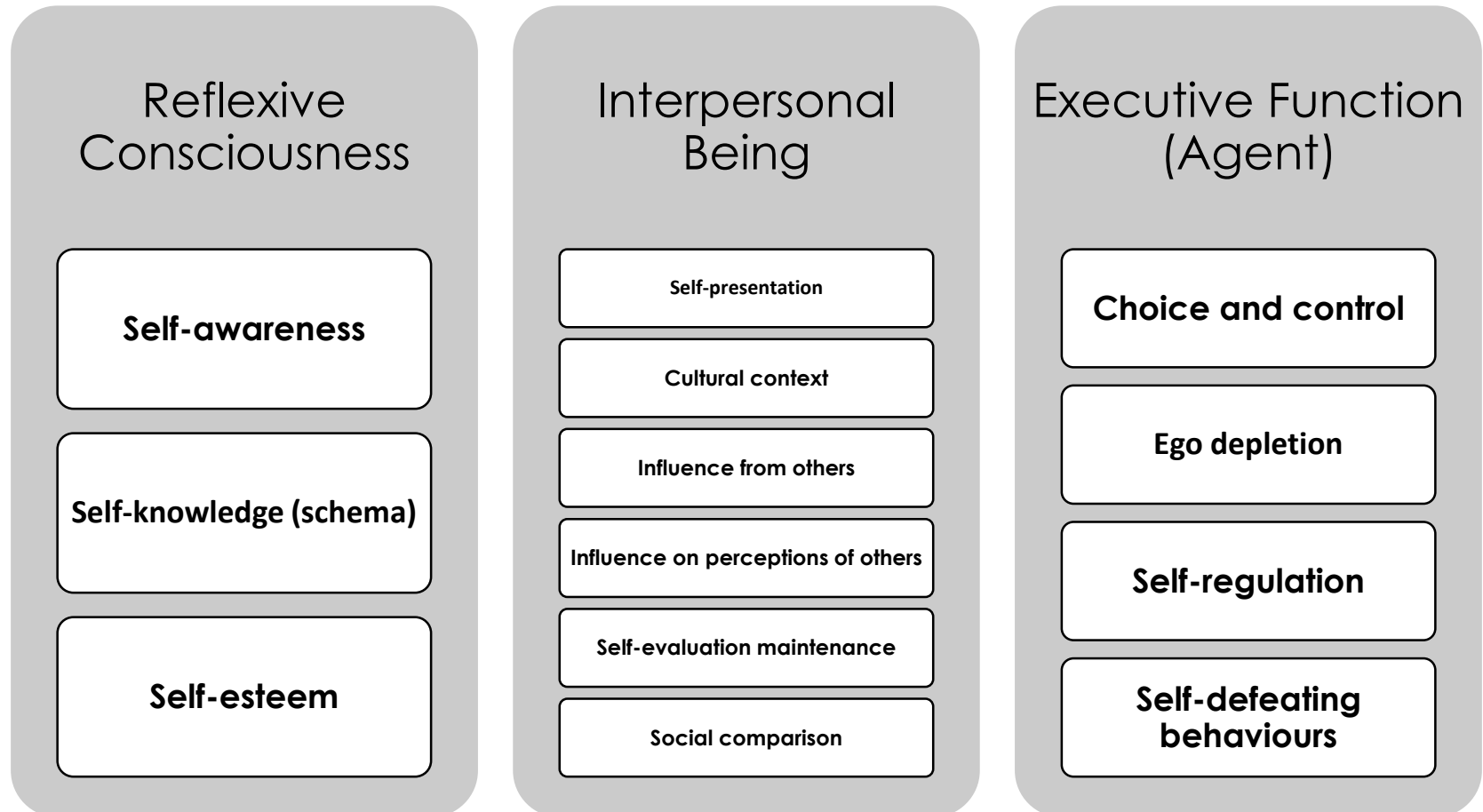
- Updates *Possessions and the Extended Self* (Belk 1988)
 - “knowingly or unknowingly, intentionally or unintentionally, we regard our possessions as parts of ourselves” (139)
 - body, internal processes/ideas/experiences, ***people/places/things we feel attached to***
 - evidence included mourning & loss, “mine,” self-definitions, valuing things we create
 - Extended Self helps create and maintain self-definition (having, doing, being)

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)



The Extended Self in a Digital World (*Journal of Consumer Research*, Belk, 2013)

- Extended Self helps create and maintain self-definition (having, doing, being)
- Body, internal processes/ideas/experiences, ***people/places/things we feel attached to***
- ***How might you diagram this way of thinking about the self?***
 - *Take a few minutes to sketch this out.*
 - *Use a screen-capture or photo to help you add it to our Feb 9 discussion on Piazza.*

Five Dimensions of Modification to the Extended Self

Dematerialization

Reembodiment

Sharing

Co-construction of self

Distributed memory

You have been
summarizing them
on Piazza...

Throughout the article, Belk highlights many ways that the creation and/or acting of the Self is different in the Web 2.0 online environment (compared to offline).

Summarize your discussion on Piazza in the Feb 9 thread

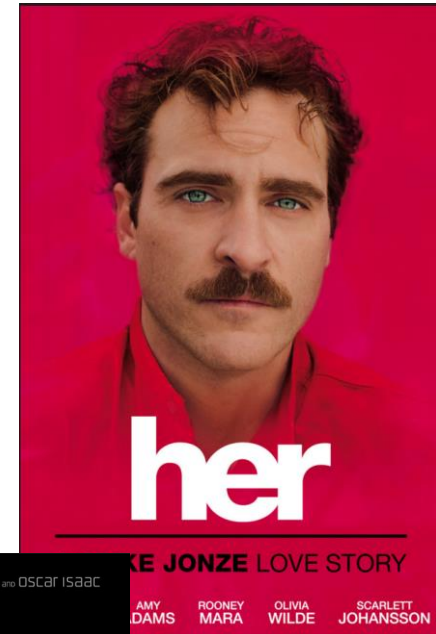
What are some of those differences?

- Which of those differences may affect how we *perform/act* the Self?
- Which of those differences might affect how we *define/create* the Self?

What role does the body play in the Self?

Add your examples and discussion summary on Piazza in the Feb 9 thread

- What examples does Belk bring up that raise the issue of the body?
- Is a body essential for a Self? Or could a Self occur without a body?
- What does your response to that question mean for your Theory of Self?



Recent Theory Development: Blurring Boundaries

Produce

Consume

Offline

Online

Body

Technology

Material

Virtual

Self

Other

Sheth &
Solomon
(2014);
Belk
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Wrapping up...

- What have we learned?
- What adjustments might you want to make to your Theory of Self?
- What new or ongoing questions does this article raise?

How can we improve our course?

[https://survey.ubc.ca/s/psyc325
feedback/](https://survey.ubc.ca/s/psyc325feedback/)

Please take the next 5 minutes to complete a mid-semester feedback survey. It will remain open until Friday.