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

Topic reading: Hermida Ch 10 *The Way Ahead*

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

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

Agenda

1. Housekeeping: Questions about reviews?

2. Exploring themes from Hermida Chapter 10
   1. What resonated?
   2. Awareness with purpose
   3. Blurring boundaries

3. Synthesizing our learning across the course

Exploring Hermida Chapter 10: What resonated with us?

- "the problem with today's systems is not a lack of information, but finding what is needed when it is needed"(p.202)
  - I think this sentence captures the core of the concept of **situational awareness**. We can't take in everything around the world. We need to allocate our attention on most relevant and important ones and **selectively process information that would be useful to us to make better decisions**. What we consume and when we should consume certain kind of information is important. – Catherine X

Exploring Hermida Chapter 10: What resonated with us?

- "The goal is not to take in everything, paying perfect attention to every tweet or like; neither is it to be passive and let information simply wash over you."
  - "I thought this would be helpful tip for the younger generation. For the large part, our generation is **preoccupied with connecting to social media which makes no quality time for the offline situations**. That being said, there is **also great information that could be learned by engaging in social media sites** and so one shouldn't just ignore or passively intake information as well." – Hank L

Exploring Hermida Chapter 10: What resonated with us?

- ""Social media is the ambient music of the everyday. Much of what is shared consists of the mundane details of life, the small talk, and casual exchanges that are important in fostering societal bonds. It is flowing in the periphery of our awareness and doesn't demand much attention. Like ambient music, we know it is there, but it is unobtrusive. Changes in the volume, speed and tone signal that something requires attention, much like a sudden change in background music changes our attention."
  - "This excerpt caught my attention because it is a good analogy of how social media has infiltrated our daily lives. It is always there, in the background, accessible 24/7." – Daniesh M

A recommendation: "Awareness with Purpose"

- "Before going to Facebook, stop and consider the purpose. … The same applies whenever someone hits that Share button. There is often a specific reason behind posting a status update or photo, even if people are [not] explicitly aware of it." – p. 210-211

- What goals might people have for opening up Facebook or another social media platform? What goals might people have for Sharing or Liking something?
  - Consider our course themes: Relationships, Self-Concept and Self-Presentation, Self-Esteem and Social Comparison, Motivation, Personality, Development.
  - Example: *Liking* a brand like Starbucks or Disney or Habitat for Humanity might indicate a self-presentation goal
  - Example: Going on to Tumblr might indicate a goal of playing with an aspect of one's self-concept

A recommendation: "Awareness with Purpose" p. 211

- "Before going to Facebook, stop and consider the purpose. **It might be to check in on friends, for entertainment or just to pass the time.** Defining goals can help you to decide what information to gather, how to understand it and what to do with it. Procrastinating on Facebook requires a very different level of attention than seeking specific information.

- "The same applies whenever someone hits that Share button. There is often a specific reason behind posting a status update or photo, even if people are [not] explicitly aware of it. **Sharing is a way of defining who we are, signalling what we care about and nurturing relationships.**

Blurring Boundaries

- "Such services are deceptively simple to use, and this ease of use hides how social media blurs established boundaries between the personal and professional, the private and public." – p. 205

- Let's assume this statement is true. How might these blurred boundaries be a *positive* development for people? How might they be *negative*?

- How might blurred boundaries influence *The Self*? Will people's self-concept be <u>structured</u> differently because they grew up using social media from early childhood?

Agenda

1. Housekeeping: Questions about reviews?
2. Exploring themes from Hermida Chapter 10
3. Synthesizing our learning across the course

Synthesizing our learning across the course…
for Piazza in prep for next time

1. Collectively come up with a master list of course concepts. Handout: complete article list

2. Choose one concept that interests you. What is it's definition? What is one research finding related to it?

3. Generate an example to illustrate the way this concept can play out in social media. You might draw from your own experiences or from examples in Hermida's book.