Social media and personal identity; the presentation of self online

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Digital lifestyles

- Social impact of the internet
- Web 2.0 style environments
- Social Media
- User generated content
- ......and sharing
Digital Identities

- Social effect of the internet
- Permanent digital footprints
Misuse of personal information

- Inappropriate sharing
  - Embarrassment
  - Professional damage
  - Disciplinary procedures
  - Suspension
  - Job loss
Presentation of Self

- Erving Goffman (1959) *Presentation of Self in Everyday Life*
- Analogy of theatre and performance
- Roles based on social expectations
- Individuals anxious to make good impressions and avoid embarrassment
- Presentation of self online requires boundaries between personal and public personas
Digital Literacies

Image from http://babyurl.net/names/baby-domain-name/establishing-a-babys-digital-identity-by-registering-their-domain-name
Lets keep talking…

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