

# Social media and personal identity; the presentation of self online



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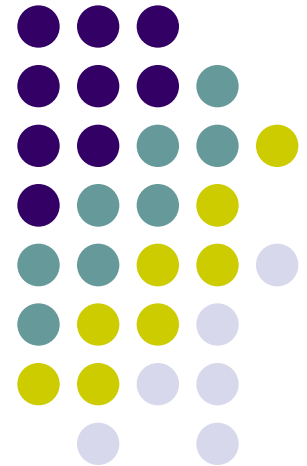
**Sue Watling**

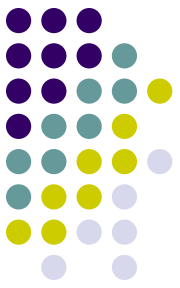
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Centre for Educational Research and Development  
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Social Work and Social Development: Action and  
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# Digital lifestyles

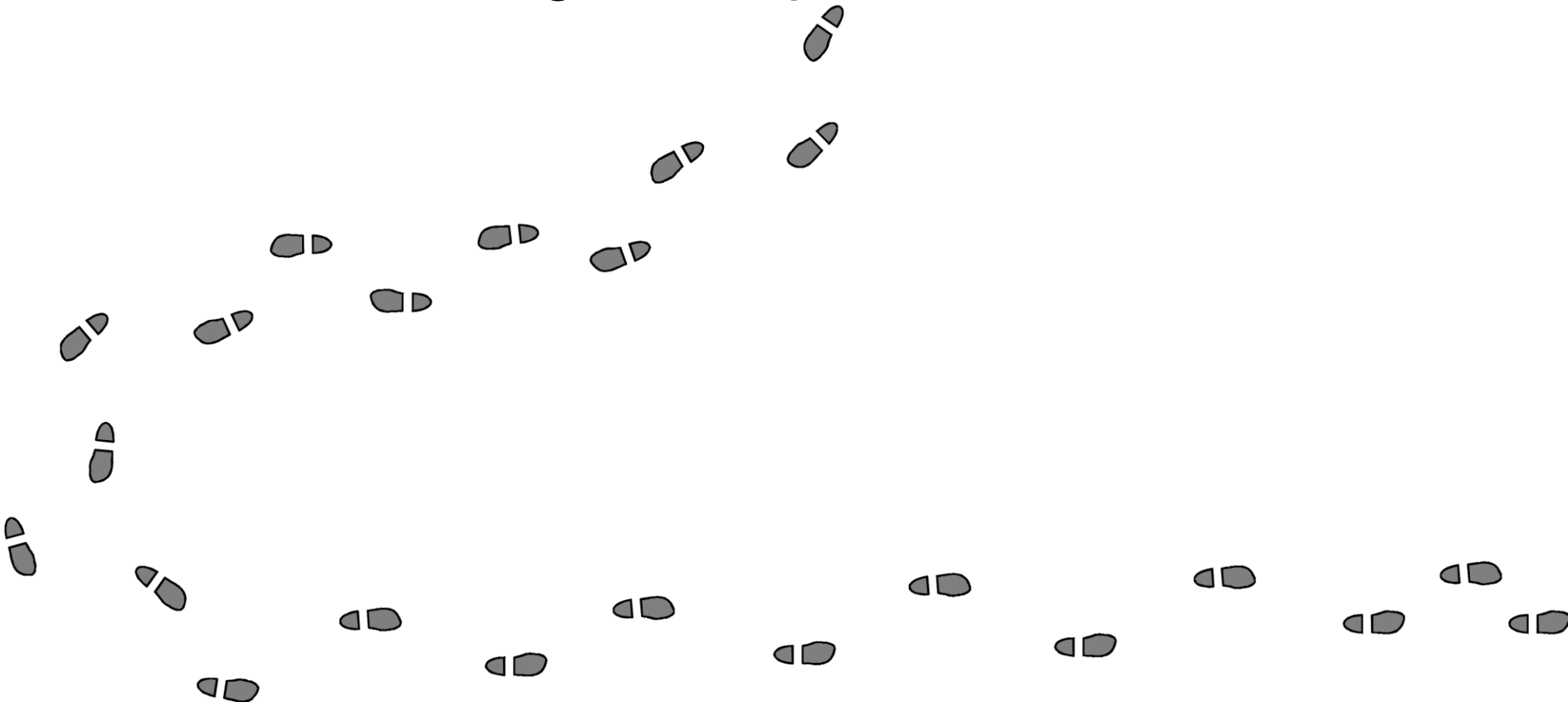
- Social impact of the internet
- Web 2.0 style environments
- Social Media
- User generated content
- .....and sharing



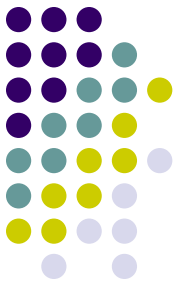


# Digital Identities

- 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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