

SOCIAL MEDIA AND IDENTITY

The influence of social media on technology and culture plays a large role in the self-presentation of individuals both online and offline. This infographic dives into the dimensions of the digital era as it relates to politics, representation, and the literary work "No One Is Talking About This" by Patricia Lockwood

There is an increased involvement of political participation through social media that are aimed at specific audiences for influential effect (Bennett, 2012). The connection between politicians and social media users is more direct, and also creates a larger audience base. This audience base offers the potential for future ubiquitous technologies that influence users across the world in ways that push the boundaries of the physical and online self.

50%

"ROUGHLY HALF OF AMERICANS HAVE BEEN CIVICALLY ACTIVE ON SOCIAL MEDIA IN THE PAST YEAR"



"The future of intelligence must be about search, while the future of ignorance must be about the inability to evaluate information."



Patricia Lockwood said it best in her 2021 Novel *No One Is Talking About This*. This piece, encompasses many facets of social media and real world issues, all stemming from the blurred lines of the presentation of self online and offline. Lockwood expresses a lack of separation between the online self and the physical self, with the protagonist of her story only finding the line of reality after a family tragedy. Understanding what is in front of you, no matter the source, is important for the future of intelligence.



THERE ARE 5.03 BILLION INTERNET USERS IN THE WORLD

Over the past decade, internet users have doubled. The internet is so prevalent in today's worldly society, that over half of the population uses the internet in their day to day lives.



4.7 BILLION OF THOSE USERS UTILIZE SOCIAL MEDIA

Much social media representation is driven by advertising and visual media (i.e. Media entertainment). While social media has a statistically balanced representation of users, the entertainment industry drives the diversity and inclusion of all media.



"Representation matters, of course, but the nuance and complexity of how that representation manifests is just as important."

The ways in which media influences daily lives of individuals worldwide is an ever-developing sequence of events. The order of which the events play out in today's culture seemingly begin on the internet, with various forms of social media incorporated. The value of self-presentation for individuals both on and offline is important to differentiate to know when to step back from the influence of online persona, as Patricia Lockwood defended in her book. However, the representation and political activity on social media plays largely into the way a person may see themselves and choose to act online and offline, analogously.

Anderson, M. (2018, July 11). Public attitudes toward political engagement on social media. Pew Research Center: Internet, Science & Tech. <https://www.pewresearch.org/internet/2018/07/11/public-attitudes-toward-political-engagement-on-social-media/>

Bennett, W. L. (2012). The Personalization of Politics: Political Identity, Social Media, and Changing Patterns of Participation. *The ANNALS of the American Academy of Political and Social Science*, 644(1), 20-39. <https://doi.org/10.1177/0002716212451428>

DataReportal. (October, 2022). Digital Around the World. Kepios. <https://datareportal.com/global-digital-overview>

Li, C., & Taylor, B. (2022, March 8). How "seeing ourselves" on screen could effect cultural change. World Economic Forum. <https://www.weforum.org/agenda/2022/03/how-seeing-ourselves-on-screen-could-effect-cultural-change/>

Lockwood, P. (2022). *No one is talking about this*. Bloomsbury.