

How social media impacts our personal identity

Social media allows people to:

- Alter their own social identities
- Manipulate the ways others perceive them
- Have their real identities expanded by virtual ones

This ability to create a completely new persona online can come with some very dangerous effects if used irresponsibly. Often it is minors claiming to be adults, or adults claiming to be minors, that can lead to danger. 'Catfishing' can lead to anti-socialness as people can get so infatuated into their fake personas that they neglect their own life and relationships.

IMPROVED MENTAL HEALTH



STUDY: A survey of 401 undergraduate Facebook users revealed that a high number of friends is associated with stronger perceptions of social support, which leads to reduced stress, and thus a greater well being

IMITATION AND ATTENTION

STUDY: Researchers analysed the brains of adolescences using MRI technology browsing Instagram and discovered that when viewing pictures with many likes, compared with few, there was greater activity in neural regions responsible for **reward processing; social cognition; imitation; and attention.**



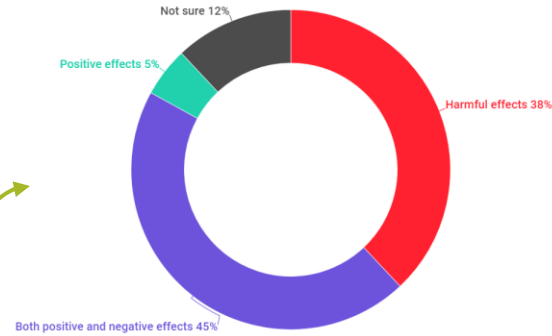
Reward system activated

WHY DO WE POST ON SOCIAL MEDIA?

- 1) Psychological needs
- 2) Safety
- 3) Love/Belonging
- 4) Esteem
- 5) Self-Actualization

Most effects of social media will have a negative result, even if the initial effect is positive.

Is Social Media Good For Your Mental Health?



DETERIORATING MENTAL HEALTH

Cyberbullying; poor self-esteem from comparison; and the pressure to 'fit in' are all consequences of the effects of social media. 'These [consequences] most effect teens' says licensed clinical social worker Kate Hurley. As teen brains are still developing, these impacts can cause long term effects such as personality disorders and anti-social behaviour.

References:
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