

A Review of Social Media's Impact on the Creation of Identity

Samir Kumar Kuila¹ and Dr. Pushpinder Kaur²

¹Research Scholar, Department of Sociology

²Research Guide, Department of Sociology
NIILM University, Kaithal, Haryana

Abstract: Since we “showcase” our lives on social media, it is becoming more important. They show our place in virtual and actual social life in many ways. Both of these characteristics influence social character play. Nowadays, social media has a greater effect on society than conventional media. Social media allows natural identity expression, exploration, and experimentation. Real-life agencies, which offer names for sectors, inspire online communities and their interactions. Understanding agency motivations is crucial to understanding social media group interactions. They assist people connect with others, engage in their desired activities, and present themselves to others. Online communication provides various methods to connect: people may use actual identities or create many profiles. Practical identity building in virtual communities and social media is examined in this research. It also examines why people require a virtual identity and “the spiral of transformation,” which occurs from the internet to real life. This research examines virtual communities on social networks and their social and cultural values.

Keywords: Digital Identity, Social Interaction, Online Communities