

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

**Samir Kumar Kuila<sup>1</sup> and Dr. Pushpinder Kaur<sup>2</sup>**

<sup>1</sup>Research Scholar, Department of Sociology

<sup>2</sup>Research 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. The 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

## **I. INTRODUCTION**

Social media are platforms where all internet users may exchange material, voice ideas, and engage deeply at any time or location. Social media connects individuals and facilitates conversation. They may assist, get aid, answer inquiries, and get answers from other people. Social media is a place where communication and engagement are most intensive. Audio, data, and mass communication may now share a channel because to technological convergence and digitalization. Social media originated because web 2.0 allows reciprocal data transmission. Since social media has changed the pace and size of information and news distribution, it should be carefully evaluated. Social media lets people connect with known and unknown persons to exchange things they enjoy.

Remember that other people may view social media posts. Technological advances that made the present era the information age have improved data transport, sharing, and collection. Online platforms, mobile communication tools, webcams, video chat, and the fact that electronic and interactive systems meet people have brought a new dimension to communication and engagement. Online access offers far greater options than prior communication technologies, making current communication contexts new media. People creating and sharing information, quick distribution, and social media adoption have given contemporary communication platforms a social component.

Online social communication platforms allow individuals to engage. Social media platforms allow users to share photographs, videos, and information, so everyone can access the stuff they desire. Professional content allows non-professionals to produce and distribute material on social media. Social media platforms enable consumers to create digital identities and share photos and events with friends and follow their profiles and activities. Increasingly popular social networks include Facebook, LinkedIn, Myspace, Google Plus, and Periscope. These social networks exchange user-generated content with other users.

### **AIMS AND METHODOLOGY**

Technology-based communication, information literacy, media literacy, information bombardment, effective decision making, and other communication principles are key to 21st-century citizenship. Media is often infotainment as well as entertainment. Some use it to escape reality, others use it as a virtual reality, but for many, it's more important than reality. Spending so much time on screens and sharing files, life stories, profiles, opinions, etc. in a more interactive and systematic way makes future people seem more active or less healthy with their pseudo-names, fake profiles, multiple identities, diversifying attitudes, and endless efforts to position themselves on each news story. Thus, social media creates clusters, labels, discrimination, and inequality.

Individuals require others to establish them. The self or identity has psychological aspects including feeling part of a broader body, security, and belonging to a social, emotional, political, or community with affective links of solidarity. The self or identity has psychological aspects including feeling part of a broader body, security, and belonging to a social, emotional, political, or community with affective links of solidarity. Diversity comes from new identities' compatibilities and incompatibilities. In unforeseen situations and communication levels, people may reflect differently. New layers of communication appear to demand distinct identities, and each new grouping will obfuscate or clarify depending on the others. Virtual networks produce variety, therefore reflexive society develops reflexive identities. Due of stereotyping, many identities in a group will be similar.

This research aims to comprehend and analyze social media as an independent social system for identity construction. Practical identity creation in virtual communities and social media is also 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.

### **NEW COMMUNICATION TECHNOLOGIES: THE CONCEPT OF SOCIAL MEDIA AND SOCIAL NETWORKS**

The structural benefits and innovative uses of modern communication technologies allow content personalization and independence. Traditional media forces consumption and restricts the audience, whereas modern media gives them comfort and freedom. Technical infrastructure and communication concepts have made information easily transmittable to large communities, allowing people to access needed information without delay. Modern communication systems are statistically and qualitatively similar. TV on mobile devices and web browsing on a home TV are now normal. New communication systems integrate to influence communication processes and allow communication based on human needs and wants.

The "new" phrase employed in new communication technologies is favored since it has changed. A "new" communication system benefits from the preceding system. New communication systems create communication and interaction in a manner that may be alternative to the old system, which is the foundation of modern communication technologies. Erdem (2012), p.183 "New communication technologies were seen as a revolution, which also caused a social revolution. Allegations that all people are connected via a virtual channel and that freedom of communication, participation, growth, and democracy are global goals." While creating alternative communication systems, past systems should be considered; new systems should better mass and personal communication. New communication channels are easy to utilize for data transmission time, volume, location, and date storage.

Media provides a virtual habitat for all members of a society and promotes it as a settlement. It establishes an influence space where a non-media item cannot have an impact. Social media platforms are one of today's most pressing challenges since users may freely express their ideas, feelings, and views without restriction. Thus, organizations and non-professional users search social media for others with similar feelings, ideas, and beliefs to establish a community and become active powers. Social media lets friends share their habits and engage. Social communities enable users to build profiles, exchange photos and events, and follow their friends' profiles and activities. "Rapid communication technology development brings all cultures together. Because of this, every culture interacts more with others.

Social networks may become media. Social media's ease of content selection and creation makes conventional media unsustainable, although it should survive in the short and medium term. Social media has unique regulations, but its core values are still being developed. It may experience substantial alterations in the medium future. These trends

suggest that social media, which has completely established new revenue sources and sourcing, will outperform conventional media and modify all communication channels.

### **VIRTUAL SOCIALIZATION AND VIRTUAL COMMUNITIES**

You may think of good communication as being in a group. People socialize by verifying known information, enjoying or disliking postings, and commenting and responding to them. Since new media viewing has quickly replaced TV and other viewership, uploading intriguing photos or films that others don't know is likely the most popular activity. Watching others on their phones has replaced reading signs, ads, posters, or newspapers. Thus, everyone is monitored. Consider that you are traveling with an audience, looking to see whether others are playing a game, texting, or watching a movie on a bus or when getting on or off a tram. Observing others influences attitude, viewpoint, and conduct. Thus, social media communications appeal to the same audience more than conventional media.

Daniel reported an exceptional surge in online communities in the 21st century, demonstrating that people want to connect, share, play games, and work together regardless of time, geography, or distance. Social media platforms including Facebook, Twitter, MySpace, Blogs, Wikis, and LinkedIn are becoming popular for daily tasks. Social systems affect traditional methods of learning, and the integration of contemporary technology into our lives has shown that some of these techniques are inadequate to understand social and cultural aspects of people's lives. Since virtual groups and technology events become apparent, scientific approaches and viewpoints are needed to understand online communities. This knowledge is essential for creating reliable information systems, innovative tools, and efficient processes. It will also help us have safer, more pleasant online interactions.

Virtual worlds allow users to communicate and support online content. In virtual worlds, anyone may join a shared area anytime. People establish a profile and communicate verbally or in writing. Virtual environments enable large group formation. Despite their name, virtual environments and communication are real-time. Virtual settings make socializing simple. Commercial and educational use of virtual worlds has grown significantly. Educational apps are widespread, partly due to university remote education. Virtual platforms allow individuals to express themselves without super-ego pressure. Virtual platforms let users share freely and escape their responsibilities.

Virtual communities, unlike actual world groups, are at a disadvantage since the network and network technologies do not inspire commitment. Few "no exit" interactions exist in cyberspace, and "surfing the net" accurately describes most online behavior. Internet usage lets individuals connect without voice, picture, or biological and social gender for the first time. Users may create any profile and share any information to define themselves. Users may communicate with strangers in virtual surroundings without revealing their identities or altering their gender or social standing. Fictionalized profiles are used for virtual communication.

Virtual settings allow individuals to express themselves without super-ego pressure. Traditional elements are also present in virtual creations. Every community-building environment is influenced by real-life roles. Castells said "They are, but not physical; they do not follow interaction and communication patterns followed by physical communities" when asked whether virtual communities are real. Personal political views cannot be ignored when users meet with others who share them. Thus, the expression is virtual yet influenced by reality.

### **AN OVERVIEW OF SOCIAL MEDIA AND VIRTUAL IDENTITY CONCEPT**

Digital identity combines technology and behavioral standards. Ethical behavior and knowledge about electronic settings are part of digital identity. Digital identities should show that they can criticize, understand the ethical implications of interactive environments, establish ethical interactions, and do not abuse informatics, virtual environments, or social media. Digital identity holders are required to engage ethically and constructively on virtual platforms. Dimensions assist explain digital identity. Digital trade and communication aspects give skills and technology for virtual commerce. Digital communication has transformed communication and highlighted the need for interactive settings. Email, cell phones, and instant messaging have changed personal and communal connection.

Digital literacy, like media literacy, is important in today's modern environment. Thus, using technology for research, learning, and teaching is necessary. People and commercial and non-commercial organizations realize the relevance of technology in learning and teaching. "Avatars, like other communication mediums, need specialized style literacy for

digital contexts. Gaining this literacy is becoming more vital as digital living and social experience intensifies. In digital multiuser situations, knowing what information one user's avatar may express and what his/her own avatar can suggest can help users communicate.

Digital ethics requires users to recognize that online attitudes and transactions have electronic standards. Internet and social media users' conduct should not violate others' rights and interests. Bullying and defamation are prominent forms of virtual rights and interests harm. Legal frameworks are unavoidable in society. Digital law covers online transactions' digital identity responsibility. Legal penalties apply to certain transactions. In terms of digital identity, producing forbidden broadcasts, advocating or selling a commodity that is illegal to sell, and themed broadcasts urging suicide are punishable.

The following context evaluates digital rights and liabilities: Although the internet has numerous restrictions, its dynamism is based on free expression. People have rights and responsibilities for free speech online. These rights and duties include expressing a viewpoint on social media, forums, or groups or discussing an issue. Answering the question 'What is digital health?' yields the following: Internet variables may directly or indirectly damage health physically, psychologically, or spiritually. These include visual health, stress, introversion, and physical issues.

Current technology advances have made security important. The digital security dimension evaluates internet user security measures. On blogs, microblogs, and other social media and virtual environments, users should not reveal their passwords. Users should also avoid opening unknown emails. It's simple to steal personal information from questionable emails with viruses. First, don't exchange passwords. A licensed anti-virus service is the second crucial step. One aspect of digital identity development and acquisition is user certification. The receiver can verify that you sent an email. People use digital identities to present themselves, just as they do in real life. Digital identification stops others from masquerading as another and communicating and interacting on their behalf.

Traditional postcard-like e-mails sent using virtual addresses may be opened and edited during transit. Encrypt digital identities, disguise email content, and prevent alterations during transit via mail message programs. Information system technicians provide members digital identities in numerous organizations. Personal usage requires a certificate manager-issued digital identity. Today's social media environment values digital tagging and social bookmarking. Real-world and digital applications employ tagging. Digital tagging offers content information and links it to a user, website, or venue for visual or other media exchange. Digital tagging is used to identify users in shared images or provide information about them.

Digital tagging may include persons, views, thoughts, and trends to widen the message. To directly engage someone in an issue, Facebook and Twitter users may tag their material. An influential Twitter user may tag a mayor, making the mayor the subject of the content. Thus, topic follow-up may be widespread and engage people with comparable feelings and views. In summary, social media is a platform for system critics and supporters to communicate. Thus, "social media belongs to a cyber-world where real and virtual, story and lie are intertwined". Social media has its own vocabulary and oratory culture. Oratory tradition, a relic from when oratory skills dominated and writing was rare, still impacts written culture. It seeks to convince and explain ". Division into numbered pieces lets politicians, artists, and opinion leaders compose lengthier postings. Share tweets with numbers to reach the masses. This continues the oratory heritage. persons may share their favorite material on social media with known and unknown persons. Remember that other people may view social media posts. Publicity on social media is essential for everyone, famous or not.

## **II. CONCLUSION**

Users' content and the freedom to communicate ideas, feelings, and views without self-censorship make social media popular. Due of its popularity, social media may not reach everyone. Organizations and non-professionals develop communities on social media by finding like-minded individuals. Virtual media communicate live. Virtual worlds simplify socializing. VR allows self-expression without superego pressure. Virtual world users may share and avoid commitments. Digital tagging may disseminate communication views, ideas, and attitudes. Tagging someone on Facebook or Twitter engages them quickly. Social transformation is linked to fast social media adoption. Social media may show civilization. Social media, economic issues, and movements enable flexible organization. Internet is an

alternative medium due to social movements. Alternative media has grown as conventional media fails for several reasons. Social media and user-created networks replace organized society, which civil society cannot attain. Media became a goal in Turkey, as elsewhere. Traditional and social media audiences desire visibility. Media fixes everything and reveals the invisible. Information is used by media. A large, diversified audience with a public framework but no identity requires complex formal frameworks to hasten event and situation realization. Societal polarization, dissolution, and mergers and accords are miraculously caused by social media. Big Brother in Nineteen Eighty-Four develops a panopticon where everyone watches everyone. Duplicate hundreds of times to pleasure when your reflections deviate from reality using this program. Social internet lets individuals express themselves yet degrades them. Social media may create "mainstream media". The like button's appeal and a friend/follower list that needs participation make individuals feel watched, even in odd situations.

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