

Social Media have Changed Self and Privacy

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Abstract. With the advent of social media, people's lifestyles have changed. According to this phenomenon, the presentation and recognition of the self, the display and exposure of privacy have all changed. To begin with, this paper briefly introduces the concepts of social media, self, and privacy by using Carr, Hayes, Herbert, Goffman, Minan, and so on. After that, the paper turns to the core part, which mainly deepens the change of self and privacy through the change of communication mode. And in this part, which uses examples to demonstrate the change of self and privacy. For example, statistical experiments on the number of social media participants from 2005 to 2019, the global growth trend of people using social media network platforms, and the number of online active people on social media platforms. Finally, the specific changes in social media regarding various aspects of self and privacy are expounded. The conclusion is that social communication is changing as people use social media platforms to share information. Social platforms help individuals present themselves broadly and learn more about others' selves. What's more people's privacy has become more open. These changes have profoundly affected people's lives. Therefore, people should make reasonable use of social media to make social media better promote the development of society.

Keywords: Social Media; Self; Privacy; Change.

1. Introduction

The notion of self and privacy changes widely because of social media's development. Social media enriches people's presentation of themselves, increases the way people recognize themselves, and profoundly affects people's lives. It also makes it easier for people's privacy to be displayed and exposed to others in society. In what follows, I will start by explaining the concepts of social media, self, and privacy. Then move on to changes in social media communication. And finally, I will show the changes in self and privacy after the development of social media.

2. Definition

Carr & Hayes (2001) define social media as Internet-based channels that allow users to interact opportunistically and selectively present themselves, either in real time or asynchronously, to both broad and narrow audiences who derive value from user-generated content and the perception of interaction with others. With the further development of social media, people widely use social media to transmit data, including self and private information.

In terms of the self, Herbert (2019) proposes that the self refers to the human mind, which is a specific personal attribute. In other words, self means self-consciousness. It is divided into object and subject, including human appearance, character and thought. People usually evaluate and know themselves by accepting the opinions or attitudes of others. Sociologist Goffman (1990) has argued that each of us is constantly "performing" in our daily lives. This kind of performance is a representation of the social self in the rough "who you are" known as the "front stage". In addition, the unrevealed self behind the performance is an emotional preparation known as the "back stage" (Giolia, Naniek & Nia, 2020). Before the advent of social media, limited by the scope of information dissemination and communication methods, the self mainly refers to the natural attributes of individuals, is a relatively real self. With the advent of social media, information is disseminated more rapidly, thus increasing

the scope and ways of individual “performance”, making the definition of self richer. That is, the real self and self-presentation exist simultaneously.

In terms of privacy, it can be defined as the right of an individual or organization to control and protect their personal information. It refers to the protection of information such as personal data, behaviour and location (Abdulmalik, Khaled, Mohamed, Jens & Mounir, 2021). The concept of privacy refers to the interests enjoyed by others in the purely private interests of their family life, emotional life, sexual life, property status, etc., and also includes the interests of others in their names, portraits, voices, images, or other personalities (Minan, 2008). The focus of privacy has been on self-disclosure (Xu, Heng, Tamara, H. Smith, & Paul, 2008) and information privacy. Self-disclosure is the information a person chooses to share with other people or websites, such as posting a status update on social media. Information privacy breaches occur when a website or person leaks private information about a user, sometimes unintentionally. Before the emergence of social media, individuals enjoyed greater initiative in the control and protection of their personal information, and the choice of self-disclosure was essentially in the hands of individuals. The emergence of social media has increased the channels and ways of obtaining personal information, compressed the privacy space, changed the definition of privacy, became more transparent, and gradually deprived or weakened people's interests.

3. Change

3.1. Communication

The huge difference between notions of self and privacy before and after social media occurs. Before the earliest times, the main means for people to communicate, share privacy and transmit information was limited to oral communication between people present. With the advent of letters, newspapers, television and other means, the scope of people’s communication has increased, but the real change is social media. Information is widely disseminated, which can be exchanged over long distances. People can use social media to receive information and send it to other places, and even pass data to future generations. Digital social media makes it possible for people to transmit data, exchange information and communicate via the Internet (Standage & Tom, 2014). Thanks to the advent of social media, the way people communicate about themselves and their privacy in contemporary society is very different from that of previous generations. Rainie & Wellman (2012) describe how people’s social communication habits differ from those of previous generations, who were more geographically limited in their self and privacy communicating less today. Due to the extensive exchange of personal information on social media platforms, people are increasingly using the Internet to communicate, resulting in a significant reduction in the frequency and number of conversations between people and real people. According to the study, only 10 % of people’s primary contact and communication partners are their neighbors, while the majority of people choose to use the Internet for long-distance communication and contact others who are far away. Under the premise of continuous development of the network. Social media has been widely accepted, which has quickly integrated into People’s Daily life, becoming an indispensable part of human society. According to research, only 5% of adults in the United States used social media in 2005. By 2011, half of the U.S. adult population was using social media, and 72% were social users by 2019 (Pew, 2019). What’s more, there are 400 million users who spend a cumulative 200 million hours a day on social networking sites. Worldwide, Facebook alone has 1.59 billion daily users and 2.41 billion monthly users (Fire, M., R. Goldschmidt & Y. Elovici, 2014). To sum up, communication is changed by social media.

3.2. Self

From the perspective of self, before the advent of social media, people just shared their life with someone around them to get attention and show themselves. For example, to communicate people’s self-information to classmates, friends and work partners around them, these people are the people

who choose to stay after screening, the number of people sharing at a time is small, and the content shared with them is expressed after thinking, so it is not too much, which leads to a small range of transmission and weak influence. But now, with the widespread use of Wechat, for example, the number of people who spread this can grow exponentially. As long as you are in a group, you can add friends with anyone in the group, and sharing the circle of friends can also expand the number of people facing a self-presentation, expand the influence and scope of influence. Self-presentation, as an important life content and embodiment of life existence in the era of digital media, as well as a new way of constructing individual identity, provides people with new ways to express themselves, experiences and emotions, such as sharing themselves through posts and tweets, and expressing their preferences through comments. Thus, it promotes individual moral self-discipline, strengthens the moral power of public opinion gathering on social media, reveals the role of the public opinion market in nurturing and nurturing moral values such as freedom, openness, fairness and justice, and also promotes individual autonomy and the associated awareness of ethical risk responsibility. (Shaoping, 2022). From another perspective, when individuals present themselves, the good image they pursue and the good wishes they express are the driving forces for self-improvement and self-improvement.

On social media platforms, people share their data, and the people they share it with have shifted from individuals to everyone. Thus, self-presentation is not only controlled by individuals, but also by those who may post photos or tag individuals. For example, even when friends or followers do not post directly about the user, the user's behavior can be revealed through the connection between the user and the publishe (Page, X, Berrios, S., Wilkinson, D. Wisniewski & P.J., 2022). People move from self-presentation in real life to self-presentation by sharing self-information. Such as updating on social media, uploading selfies, sharing videos and so on. In addition, empowered and supported by new media technologies, people's understanding of self-image is constantly expanding. For example, before May 4 Youth Day in 2018, a "P picture game" called "Youth Photos of My Past Life" was popular among young people, and participants could create "Youth Photos of My Past Life" as long as they uploaded their profile pictures in the social media space as required. According to relevant data, "former world photo" H5 online only 28 hours, the number of participants has exceeded 100 million. In the fragmented social media space, this creative construction of self-image with the help of beauty can allow "me" to enter a certain historical or future scene in and re-experience the history of modernity in different institutional situations in a narrative framework with rich temporal and spatial connotations (Yiguo, 2020). In short, the self is changed by social media.

3.3. Privacy

In terms of privacy, in the early days, people are very conscious of protecting their privacy. Some privacy is transmitted only through verbal or printed messages. Therefore, personal privacy is relatively closed and safe, but the transmission path is single. This means that the spread of privacy is very slow and the range is small, and the transmission object is very single, and the general transmission is between acquaintances. Today, privacy is more open, more public, social media and online platforms cover a wide range of personal information and spread quickly. People's awareness of privacy is greatly reduced because people are happy to transfer large amounts of personal information and private data when they enter social media. Like posting photos and comments on social media, revealing where they are, when they are, what they like. While this information can help other users or social media platforms understand and infer the user's behavior, personality and thoughts, it facilitates communication on the network platform. However, in recent years, due to the excessive use of social networking platforms, open privacy. The problem of privacy leakage has also brought serious social harm. Thanks to the widespread use of social media and the rapid spread of large amounts of information, people's sense of the boundaries of privacy has become blurred. Thus, on social media, the disconnect between real and imagined viewers poses a privacy risk (Page, X, Berrios, S. Wilkinson, D. Wisniewski & P.J., 2022). In recent years, people have tended to worry about data breaches, information overload or annoying posts when using social media (Wyatt & Sally M.E., 2003), as well as some false information and fraud. For example, Twitter is a popular social media platform where users can choose to provide their tweets only to their followers. However,

millions of private tweets are retweeted, exposing private information to the public (Meeder, Brendan, Jennifer, Patrick & Lorrie, 2010). Platforms like Snapchat, by default, make it easy to be snapped up by people and through other channels.

With the continuous development of social media platforms, the number of users, the amount of information and the amount of content of social media are constantly expanding, while users' control over the sharing and dissemination of their personal private information is constantly weakening. Many social media privacy data breaches have increased people's awareness of privacy breaches, and these inferences will increase people's sensitivity to privacy violations. As a result, consumers and businesses alike are increasingly recognizing the importance of privacy, control and transparency on social media (Wilkinson, Daricia, Moses, Karishma, Lijie, Apoorva, & Bart, 2021). For example, Weibo, as one of the most popular social media platforms in the current Internet era, constantly arouses online public opinion with its daily real-time updates of hot search events. At the same time, it may inadvertently touch the legal bottom line and violate citizens' Internet privacy rights. In recent years, Internet privacy infringement cases have occurred frequently. The reasons mainly include the rapid development of Internet technology, the weak awareness of citizens to protect the rights of Internet infringement, the lag of legislative bodies for the protection of citizens' privacy, especially the special laws and regulations for the protection of Internet privacy, and inadequate supervision. The development of social media is a double-edged sword, which can not only promote the rapid development of society, but may also cause more social problems. Therefore, how to guide the healthy development of social media platforms and make them play a positive role in promoting the progress of human society is the top priority of future social media research. (Mengmeng, 2022). Therefore, privacy is changed by social media.

4. Conclusion

In our society, people's self and privacy changed widely because of social media's development. Social communication is changing as people use social media platforms to share information. Thus, it helps individuals show themselves widely and learn more data about other people's selves. In addition, our privacy is opening up more than ever before. Both of these changes affect our lives. In the new era, we should lead the continuous development of social media and let our lives become better and better.

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