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Identity is the conception of self that is collectively produced in group interactions. Over time, humans have pushed to clump individual identities beyond our own sense of experience. In part two of 21 Lessons, Harari discusses the disintegration of human communities and the effects on identity. This idea is related to The Presentation of Self, in which Goffman describes how group interaction determines the identity of the individual. As societies evolved, humans are wired to identify with these external institutional systems that can manipulate people into submerging themselves in an imagined community. The implications of these effects are drastic in relation to individuality and the human need to feel as though they are part of a group.

In 21 Lessons, Harari uses the example of Mark Zuckerberg's solution to rebuild the meaningful communities that have been lost over time. The social media platform Facebook was designed to bring individuals around the world closer together. This online social network can help build a global community in which people can feel supported by an intimate community to combat the isolation felt when one is not a part of a collective group. In reality, this seemingly intuitive system is not as effective in the real world. People may have the ability to establish relationships through online communities, but true connection is unattainable. In The Presentation of Self, Goffman discusses how the self is produced by group interactions. The author continues by explaining that this occurs when everyone is invested in making other's roles appear credible. When this interaction is taken to an online setting, the value of investment in other individuals drastically decreases. The desire to support one another is diminished because each person involved loses connection with others as a barrier is placed by a screen. Modern society is often shaped through these online interactions, however leads to individuals losing their identity in a fabricated community.

In conclusion, technology is often a tool that distances one from others. As humans, we lose our ability to focus on the real world when we use smartphones each day. The lack of intimacy through online interactions creates a disconnect that can only be established through physical interactions. Collectively as a society each individual places more time and effort focusing on creating relationships with online friends rather than getting to know a next-door neighbor. In order to avoid the manipulation of identity, one must disconnect from the online world and spend time with intimate communities.