Assignment - Social Media Profiles

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After reviewing the social media profile, Jacob Smith (Jacob Smith, 2020). I have determined the conclusion of three theories that would have associated reasoning about Jacob Smith's profile. These theories are uses and gratification theory, Agenda-setting theory, and Cultivation theory. I would say that many of the posts Jacob provides seem to derive influence in his newsfeed that could facilitate the basis for Agenda setting theory. The information he provides from a different user perspective seems to post about very similar issues while in contrast developing strong anti-political beliefs.

He seems to be searching for the approval of his peers while sending social media cues about similar issues and ideology based around video games, politics, and believing life is more profound in his digitally created world in which he escapes reality. This could lead t phycological conditions such as Fantasy Prone Personality disorder, narcissism, possible tail signs of schizophrenia, and major depression issues(APA PsycNet, n.d) .

With reason to the underlying question can see that cultivation Theory can be regarded as Jacob's social media profile on the basis that he is continually repeating certain types of social media information such as video games and politics. frequent exposure to certain types of social media information affects a person's attitudes and behavior. Cultivation theorists believe that social media has effects that are small, gradual, indirect, and cumulative.

Cultivation theory was originally a mass communication theory developed by George Gerbner and Larry Gross (1976) to examine the media effects (Communicationtheory.org, 2020). The main idea is that heavy television viewers see the real world as more dangerous and are more fearful of the real world. It implies that television shapes concepts of social reality. Despite a rapidly changing media environment, cultivation researchers still argue for the importance of television as a medium affecting the perception of social reality (e.g. Reizer & Hestsroni, 2014). Typically, the diverse effects of cultivation are now being studied and used in social media platforms like Facebook. The cultivation effect of Facebook alters the perceptions and attitudes towards many influential subjects including, politics, brand names, and brands. This could adversely affect buying decisions and social patterns of the person being influenced by cultivation theory. In the case with Jacob we see that specific brands such as Minecraft, candy crush, and other video game platforms that Jacob virtues could be used to cultivate his decisions and attitudes toward these brands (Frankfurt, 2016)*.*

Secondly, we can see that the agenda-setting theory also plays a role in Jacob's Facebook feed. in regard to his political post, we can see that his post information could be influential toward others who follow Jacob. Although, we do not see any controversial political post influencing his decisions in his feed other than his opinions. his influence could be instigating an agenda of other people's decisions and influence.

Forty years ago, in Chapel Hill, North Carolina, the first agenda-setting study showed that the issue priorities of the news become the issue priorities of the public in the 1968 U.S. presidential election. Since then, the agenda-setting model has been replicated in more than 400 studies that include both election and non-election settings, covering a wide variety of issues, and extending beyond the U.S. to a broad range of countries in the five continents (Psychology Press, 1997)*.*

In 1979 the hypothesis of agenda-setting theory was developed by Macomb's and Shaw over the years This research has detailed the patterns in the transfer of issues set of salient issues from the media to the public and the cognitive conditions for agenda-setting, influence on media send it. The underlying assumptions for all three areas are what is covered in the media affects what the public thinks about (McCombs, 2007).

Agenda-setting is detailing the second level of effects that examined how media coverage effects both what the public thinks about how the public thinks about it. The agenda-setting of specific attributes of topics in social media shows how this agenda of attributes also influence public opinion and the dynamics of public attention.

There are two levels to agenda-setting. The first level is the way an issue or other object is covered in the media or on social media and the effects of the way the public thinks about that object.

The second level incorporates the way an issue or other object is covered in the media and the effects of the salience of that object on the public agenda; or the quality of being particularly noticeable or important to that object.

Thirdly and last Uses and gratification theory seems to be a prominent possible trait that would apply to Jacob's social media account. We hear him speak of his virtual world being better than the real world and discussing escaping to his world he makes digitally online in Minecraft's, also remarks about summer break plans that he is thinking of in march while asking the approval of his peers to change the subject in his post. I can only assume that this would associate with the uses and gratification Theory as an escape from any challenges he might have in his real life. Can you mix a video game that shows that his social life in his Facebook feed is also entertaining? While showing that he is not passive and actively seeking out information and consuming it from social media.

The uses and gratification theory seeks to understand why people seek out the media that they do and what they use it for. UGT differs from other media effect theories in that it assumes that individuals have power over their media usage, rather than positioning individuals as passive consumers of media. UGT explores how individuals deliberately seek out media to fulfill certain needs or goals such as entertainment, relaxation, or socializing.

The uses and gratification theory builds off of a history of communication theories and research. Its beginnings lie in researchers’ studies of radio listeners in the 1940s. Other research at that time looked into children’s comics and the absence of newspapers during a newspaper strike. USG history can be described as falling within a series of stages (The SAGE Handbook of Media Processes and Effects, 2009)*.*

**Easiest theories to apply:**

In my opinion, I believe social learning theory would be the easiest to apply social learning. Social learning theory is a theory of learning process and social behavior which proposes that new behaviors can be acquired by observing and imitating others. This applies to observational learning and influences which can be found online. allowing people quick resources to learn skills traits, ideologies, social behaviors, and many other applications. Social learning theory is a theory of learning process and social behavior which proposes that new behaviors can be acquired by observing and imitating others. For instance, if we need to learn to fix something in today's age we can go to YouTube and watch someone repair something. We can also follow all of our favorite media icons to adapt to social behaviors such as style music and other influences on our own lives.

**Jacobs Smiths Schema:**

In Piaget's view, a schema includes both a category of knowledge and the process of obtaining that knowledge. Jacobs self-schema based on his social media post could be he hates specific politics, he has behaviors of wanting to get lost in digital fabrications of false realities, he likes video games, he likes social media, he looks for approval from peers on social media, he tries to interject his normal activities with video games(such as learning science with mind craft). he has desires to work around technology to be closer to his video games.

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