**Assignment #2 – Self and Social Media**

**Worth 25% - Due July 2**

**LIBS1970 - Cyberpsychology**

In this assignment, you will analyze the quality and quantity of your (or another person’s) social media engagement. Over the course of the term, you will be asked to write a succinct response to a variety of questions. There is no word limit, but keep things concise.

Once you have responded to all of the questions outlined in this assignment, please submit this as one document to the eConestoga drop box – Assignment # 2. **Please use the following naming format for you assignment submission – First initial, Last Name, Course Code and Section, and Assignment. E.g., anoskoLIBS19702Assignment2.**

**The format should be question-by-question, not essay-style. Please write in Times New Roman or Calibri and double space your work.** **Please write your responses directly below each question listed in this document.**

You may wish to restrict your analysis to the platform(s) you use most often, and/or to a given time period (e.g., the month before this class began). Stronger work explicitly and meaningfully integrates course content in the analysis. You can refer to things mentioned in class. Do not worry about APA referencing, but be sure to mention the week the content was presented (e.g., Identity – Week 5).

Instructions:

Over the course of the term, I would like you to answer the following questions. I have outlined weeks in which you can respond to each.

**Week 2.5**

Fill out survey on the next page. Keep your results. (Directly after the survey, you will see scoring instructions).

1. What were your total scores for each subscale?

**TOTAL SCORE TIME 1 Social Integration subscale: \_\_\_25\_\_\_\_**

**TOTAL SCORE TIME 1 Emotional Connection subscale: \_\_\_\_\_18\_\_\_**

1. Reflect on who you are based on the results, do you agree or not?

**SURVEY**

1. **I feel disconnected from friends when I have not logged into social media**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** |
| **Strongly disagree** |  |  |  | **X** | **Strongly agree** |

1. **I would like it if everyone used social media to communicate**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** |
| **Strongly disagree** |  |  | **X** |  | **Strongly agree** |

1. **I would be disappointed if I could not use social media at all**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** |
| **Strongly disagree** |  |  |  | **X** | **Strongly agree** |

1. **I get upset when I can’t log on to social media**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** |
| **Strongly disagree** | **X** |  |  |  | **Strongly agree** |

1. **I prefer to communicate with others mainly through social media**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** |
| **Strongly disagree** |  | **X** |  |  | **Strongly agree** |

1. **Social networking plays an important role in my social relationships**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** |
| **Strongly disagree** |  |  |  |  | **X Strongly agree** |

1. **I enjoy checking my social media account(s)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** |
| **Strongly disagree** |  | **X** |  |  | **Strongly agree** |

1. **I don’t like to use social media**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** |
| **Strongly disagree** |  | **X** |  |  | **Strongly agree** |

1. **Using social media is part of my everyday routine**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** |
| **Strongly disagree** |  |  |  |  | **X Strongly agree** |

1. **I respond to content that others share through social media**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** |
| **Strongly disagree** |  |  |  | **X** | **Strongly agree** |

**Scoring Instructions:**

1. **# 8 is reverse scored, so you’ll need to change you score.**

**If you answered 1 it becomes a 6, 2 becomes a 5, 3 becomes a 4, 4 becomes a 3, 5 becomes a 2, and 6 becomes a 1.**

1. **Add your scores for #1 through #6 to get a total. This is the Social Integration subscale. This scale tells you how much you integrate social media use into your social routines. Higher scores mean more integration of social media into your regular routines.**
2. **Add your scores for # 7 through #10 to get a total. This is the Emotional Connection subscale. This scale tells you how emotionally connected or dependent you are on social media use. Higher scores mean more connection or dependency.**

**Week 3**

1. What social media platforms do you use?

I use Facebook, Twitter, Instagram, YouTube, Twitch.tv and Discord on a regular basis.

1. For what purpose do you use each platform?

If you don’t use any, why?

I use Facebook primarily for the messenger functionality to communicate with friends. Discord is used to communicate with my friends that are usually at their computers. I also use Discord to play video games and Dungeons and Dragons with my friends. I use Instagram primarily to look at climbing photos and to post photos that I’m proud of. I consume content on YouTube and Twitch. My YouTube feed is mostly gaming content and tech videos, and I watch a lot of gaming and talk shows on Twitch.

**Week 3.5**

1. How would you characterize the quality and content of your social media use? To answer this question, you may want to try referring to some of your posts/shares/etc.

Generally, I attempt to share and consume what I would consider high quality content. To me, quality content is more than the production value, and I try to seek out content that will help me grow, either intellectually, artistically or emotionally. For instance, a YouTube channel such as NDC conferences releases high quality talks on programming. Linus Tech Tips provides technical information in an easy to consume fashion, with high production value. In terms of Twitter, I try and retweet people that either are providing meaningful analysis of current events, or people that are providing an interesting topic. On Instagram, I generally try to only post photos that I consider to be of some artistic merit. I tend to follow accounts that use Instagram to explore photography, both in terms of me taking pictures with my cell phone, but also in terms of interesting styles of photography.

1. What kinds of things do you share?

I don’t often share, but of late, I tend to share posts that are concerned with social justice. I think that in our current environment, there are a lot of people posting valuable information for free, and if I can help disseminate this information, that is a good use of my time. I also share information pertaining to physical training, as well as climbing pictures. I also will occasionally share cute animal pictures.

1. How often and with whom?

I generally only share things with those close to me. There are a few climbing partners who I will share training information or cool climbing pictures with, and I probably only share one or two posts a week. I generally will share animal pictures with my wife and will share a post or two per day.

1. Why do you feel you need to share certain information?

I generally only share information that I think will enrich someone’s day. I will share training information if one of my climbing partners is looking for more information or starting a new training plan. I will share cool climbing pictures if the picture is unique, or of somewhere particularly beautiful. I like sharing animal photos with my wife because I can get an immediate reaction. I tend to share information about social issues because I think that we need to spread the word on these issues, and the

\*If you don’t use any yourself, try searching some sites and using public profiles as examples. Answer these questions by reflecting on other peoples shared information. You can try and imagine why they might share what they do**.**

**Week 4.5**

1. How does your social media use relate to how you view yourself?

I think my social media use can negatively impact my self image, especially with regards to my climbing. In September of last year, I had a climbing accident and broke my arm, and I ended up spending a lot of time on Instagram, seeing lots of photos of other people’s adventures and progress, while I spent almost half a year in a cast. All I can think about sometimes is how my progress has been set back, and I won’t be as strong as my peers. Of late, it has really contributed to a negative self view, as I see people I would have climbed with pushing their limits, while I struggle with the mental aspects of the sport on some of the most technically easy climbs.

1. What aspects do you think have contributed to your identity and sense of self, and why?

I think being connected to a large variety of other people has really shaped my identity. It has affected my worldview by putting me in touch with people I otherwise would have never interacted with. One very impactful experience I had in my growth as a person was my trip to Cochise Stronghold, outside of Tucson, Arizona. I experienced a depth of fear and excitement as never before and pushed myself mentally and physically further than I ever had in my life. It set my life up for the trajectory I am on now, and I only decided to go on that trip when I saw a picture of a climb in the Stronghold on Instagram. I was only able to go on that trip because a climber had posted that he was looking for a partner for the trip on a climbing forum. If I had never been connected to those people, my life now would look very different.

\*If you don’t use social media, think about how use contributes to identity formation for those profiles you sampled in # 2.

**Week 6**

1. What changes do you want to make (or have you made) to your social media use? Why?

Recently, I was shown that even though I do not feel as though my social media activity can have an impact on people’s lives, I received feedback from a couple friends stating that things I was reposting were helpful and meaningful to them. I think going forward, rather than not posting anything at all, I’m going to look to try and influence people to more positive change in the world in general. After reading the material in week 3 about mood and social media, I realised how much social media affected my mood negatively, and I have been working to reduce my overall usage to be a better husband.

**Week 6.5**

Fill out the survey again on the next page – keep your results.

Answer the following questions:

1. What were your total scores for each subscale?

**TOTAL SCORE TIME 2 Social Integration subscale: \_\_\_15\_\_\_\_**

**TOTAL SCORE TIME 2 Emotional Connection subscale: \_\_14\_\_\_\_**

1. Have you results changed at all since the beginning of term?

My emotional connection score has dropped, as well as my social integration scale. At the moment it is hard to tell if this is a result of us getting a dog, and my free time dropping off pretty drastically, or if I’m finally just fed up with social media in general

1. Do you feel that you answered differently this time as a result of what you have learned in this course, why or why not?

I absolutely think I answered differently based on what I learned and experienced in this course. After taking the course, and hearing about the performative behaviour of teen girls on Instagram in the podcast recommended in week 3.5, I began to see how much of that sort of interaction was taking place in front of me. I think that it showed me how much of the interaction on social media is done to fit into the social standings, and that made me want to distance myself more from social media as a whole.

1. Do you think you have changed as an individual as a result of taking this course?

I think that as an individual I have grown substantially more self aware regarding my own social media habits, as well as the habits of others, both close to me and further away. The course has reinforced my beliefs about how posting on social media isn’t for me, and has helped me to refine my use of social media more. Rather than posting for affirmation from others, I am more intentionally using my social media to directly connect to people close to me. After reading about how that I can only be friends with 150 people at the most, according the study presented in week 6, it has motivated me to more intentionally seek closer relationships.

**SURVEY**

1. **I feel disconnected from friends when I have not logged into social media**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** |
| **Strongly disagree** |  |  | **X** |  | **Strongly agree** |

1. **I would like it if everyone used social media to communicate**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** |
| **Strongly disagree** | **X** |  |  |  | **Strongly agree** |

1. **I would be disappointed if I could not use social media at all**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** |
| **Strongly disagree** |  |  | **X** |  | **Strongly agree** |

1. **I get upset when I can’t log on to social media**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** |
| **Strongly disagree** | **X** |  |  |  | **Strongly agree** |

1. **I prefer to communicate with others mainly through social media**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** |
| **Strongly disagree**  **X** |  |  |  |  | **Strongly agree** |

1. **Social networking plays an important role in my social relationships**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** |
| **Strongly disagree** |  |  |  | **X** | **Strongly agree** |

1. **I enjoy checking my social media account(s)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** |
| **Strongly disagree**  **X** |  |  |  |  | **Strongly agree** |

1. **I don’t like to use social media**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** |
| **Strongly disagree** |  |  | **X** |  | **Strongly agree** |

1. **Using social media is part of my everyday routine**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** |
| **Strongly disagree** |  |  |  |  | **Strongly agree**  **X** |

1. **I respond to content that others share through social media**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** |
| **Strongly disagree** |  |  |  | **X** | **Strongly agree** |

**Scoring Instructions:**

1. **# 8 is reverse scored, so you’ll need to change you score.**

**If you answered 1 it becomes a 6, 2 becomes a 5, 3 becomes a 4, 4 becomes a 3, 5 becomes a 2, and 6 becomes a 1.**

1. **Add your scores for #1 through #6 to get a total. This is the Social Integration subscale. This scale tells you how much you integrate social media use into your social routines. Higher scores mean more integration of social media into your regular routines.**
2. **Add your scores for # 7 through #10 to get a total. This is the Emotional Connection subscale. This scale tells you how emotionally connected or dependent you are on social media use. Higher scores mean more connection or dependency.**