

Discussion Paper

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First Discussion: Growing up on the Internet--Life as a Millennial

Who are the Millennials?

Millennials are the birth years between 1981 and 1996. They found the internet a lot of helpful and enjoyable than the older generations. They grew up in a new era of technology. According to Pew Research Center, "Millennials have often led older Americans in their adoption and use of technology."

Growing Up Online

Millennials is the first generations of the internet. Young people enjoy the excitement however, parents are really concerned about their future as it became a huge addiction due to the impact of social media. During the late 2000s, MySpace became a huge popularity. Most people who enjoy the internet more often are teenagers. They express the virtual world in a different perspective. It is complicated for them to take over the territory. Teenagers expose themselves publicly to experience life. Teenagers found internet as a priority. It is an easy way to communicate with your friends. Technology became a huge influence for the millennials. Teenagers also find media as useful to do well with academic performances. Older generations found the media very distracting for the young ones. Teachers told the Frontline that "many students struggled more" due the media. For an example, a student used SparkNotes as a study guide. Teachers found these sources, cheating. It does not help students to learn and develop their education skills. Parents are worried about the media. They think the internet will be a bad example for their children. Online Predators became a huge thing in the late 2000s. They are very attractive to young girls. Young people should be very careful. There are a lot of crazy people out there. Parental Guidance is very important. Safety is the best thing to do. Teenagers

refused to give their parents their passwords. They try as much as possible to keep it private. Parents does not have the experience on media when they were younger. I think it is hard to see the world that we live in. Just because we explore the media, it does not mean bad things will happen to us.

History of the Internet

The history of the internet explain how it influenced to the new millennium. The internet begun developing in 1962, when J.C.R. Licklider proposed the new technology to create the new technique to communicate. In 1969, APRA (The Advanced Research Projects Agency Network) was the best way to send message. In the website of Darpa, "ARPA research played a central role in launching the "Information Revolution," including developing or furthering much of the conceptual basis for ARPANET, a pioneering network for sharing digital resources among geographically separated computers. Its initial demonstration in 1969 led to the Internet, whose world-changing consequences unfold on a daily basis today." In 1971, Ray Tomlinson continued the advantage of the APRANet to change as an Email. Vinton Cerf connect the internet across the globe to create Transmission Control Protocol. During the 1980s, Cerf's Protocol to go back-and-forth to against technology. In the 1990s, the Internet was rising to its popular. In 1991, Tim Berners-Lee invented the world wide web (WWW) to access the internet faster. Before Internet Explorer and Google Chrome, there was a browser called Erwise, which became huge in 1992. However, it did not reach the popularity until Netscape Navigate came in 1995. During the early 1990s, AOL (American Online) provided a Dial Up to connect the telephone line and the phone jack. It was a good start for the social media. Life without internet will be very

complicated. Otherwise, we will have a difficult time finding other ways to communicate or exploring other things such as research and reviewing our studies.

Conclusion

Millennials found internet as useful. They became the first generation to explore new inventions. It inspired the future generations to make their lives easier. Many people who are concerned about the younger generations who spend most of the time on the internet, they do not understand their future endeavors. They are not used to new technologies as we do. Internet is a new technique from anything from entertainment to online sources.

Fourth Discussion: Presenting Oneself Online

What is an Identity?

Identity is based on what kind of person you are. According to Psychology Today, “Identity is largely concerned largely with the question: “Who are you?” What does it mean to be who you are? Identity relates to our basic values that dictate the choices we make (e.g., relationships, career). These choices reflect who we are and what we value.”

What are the traditional concepts of Identity Formation?

Identity formation concentrates on the adolescence period. According to *Act for Youth*, “adolescence, the way we see ourselves changes in response to peers, family, and school, among other social environments.” “The combination of physical, cognitive, and social changes that occur during that time, plus the serious life choices to be faced (occupation, life partner) spur what Erik Erikson (1968) famously called an identity crisis. He used the term, "crisis," to mean a turning point rather than a period of profound or debilitating uncertainty. Erikson acknowledged that identity issues could arise throughout the life course, but saw identity formation as the

critical "developmental task" of adolescence." The traditional concept of identity formation are the "a range of aspects is traditionally held to concern identity, independent of where one is from. Dimensions like nationality, ethnicity, gender, social memberships and group characteristics, individual character, personality, and social preferences are all part of the identity (Verkuyten, 2005)." On the *Science Effect*, "Identity formation has been studied from a number of perspectives. Identity formation describes the conscious process of (re)examining one's feelings, thoughts, behaviors, and ways of relating to others who may or may not share similar commitments and habits."

How does the internet alter concepts of self?

The internet alter concepts creates the technology as a self-identity. The self-identity develops the sense of knowledge and observe to "gain ourselves as we develop including our personalities, capabilities... and relationships." Social media guides people to expose technology which brings mass communication to another step: "status updates and social networking." The advantage of social media is "the youth continues to increase across the world on a yearly basis." Youth spends more on social media because they spend a lot of time to contact with their friends. "Given the importance of both social media and friendships to youth, this review examines the impact of social media on the emotional experiences of youth." It has the positive influence "upon loneliness, intimacy, and relationship maintenance during adolescence."

How do people present themselves online?

Young generations present themselves online through social media. On the website of the *Pew Research Center*, "Social media has given teens the ability to instantly connect with others and share their lives through photos, videos and status updates. Teens themselves describe these

platforms as a key tool for connecting and maintaining relationships, being creative, and learning more about the world.” *Science Daily* reported about how teens introduce themselves on social media: “Facebook and Instagram provide opportunities for young people to connect and communicate with friends as well as people they know in person but aren't necessarily close to, such as classmates.” Teens are presenting the way to find popularity, however they are not mature enough about the circumstances of the outcomes. Joanna Yau, a professor from the University of California, Irvine, said “Teenagers aren't just posting carelessly; they're surprisingly thoughtful about what they choose to reveal on social media.” She thinks Social Interaction is a priority for teenagers: “they're sharing content that they think others will find impressive.”

What are the relationship between Online Identity and Self-Disclosure?

The relationship between Online Identity and Self-Disclosure are the exposure of social penetration theory. On the website of *Communication Studies*, “Social Penetration Theory explains these differences in communication in relation to the depth of interpersonal relationships. Developed in 1973 by psychologists Irwin Altman and Dalmas Taylor, the theory states that relationships begin and deepen through self-disclosure. In the beginning, people establish relationships by disclosing many simple, harmless facts through small talk. As relationships grow, the rate of self-disclosure slows while the facts disclosed become increasingly intimate in nature. Intimate self-disclosure allows others to penetrate a person’s public persona and discover his or her innermost self.” Online identity is the creation of internet communication and social media which expose the self-identity. “Managing online identities is

important because it provides platforms for people to express their feelings and show different sides of their personalities and helps to shape people's interpersonal perception."

Discuss the Contextualized Framework for Examining the Online Presentation of Self?

The Contextualized Framework is to examine the Online Presentation of Self is the most priority media "when it comes to conveying professionalism." Researchers critics on how they see the world in a different perspective. "How we look, dress and frame ourselves typically influences how we are perceived." As the researcher understands, "front-stage presentation of self, which can now include the use of self-portraits and "selfies", projects the image we want to convey. It is for the audience to decide whether the representation is accurate or not."

Conclusion

Identity develops your characteristic traits. How do you present yourself on online? How do you introduce yourself to the world? The concept of identity formation is the concentration of the adolescence period. They enjoy the experience of internet especially on social networking sites. They want to impress to find other ways to fit in. They love the exposure as they do not realize the consequences without even knowing the lack of capabilities. There is nothing wrong with social media, however, they just have to be extra careful. People have a different perspective of viewing the world. Everyday, there will be always changes. People criticize others now days, by our looks. It is human nature. It is part of life.

Fifth Discussion: Virtual Communities

What is a Virtual Community?

A Virtual Community is a group of people who are open to their interests, “feelings or ideas,” or reaching goals publicly on the internet or other collaborative network. “Social media is the most common vehicle for this sharing and interaction, which can potentially transcend geographical boundaries, race, culture, political views and religion when people are connected by a common interest or agenda.”

What are the Changing Concepts of Community?

The Virtual Community continue to change constantly. It makes complicated to “study them in a laboratory type setting.” Researchers shows “organic growth, evolving through different phases over time reflecting changes in the needs of people constituting the community, changes in the social setting, or changes in the support infrastructure. Any study dealing with the design and evolution of a virtual community must, therefore, take its time-phased growth into account.” It creates the Longitudinal research very popular. “Longitudinal research entails (1) collection of data over two or more distinct time periods and (2) the subjects analyzed are the same or comparable from one period to the next (Menard 1991).”

How does Virtual Communities develop Online?

The existence of the internet constantly for people to change the way online. “The development of virtual communities permits users to create an online identity to interact with and influence one another in ways that vary greatly from face-to-face interaction.” According to Wikipedia, “Virtual communities all encourage interaction, sometimes focusing around a particular interest or just to communicate. Community members are allowed to interact over a

shared passion through various means: message boards, chat rooms, social networking World Wide Web sites, or virtual worlds.”

What role does Collaborative Mass Media play in the process?

Collaborative Mass Media is the capability of the large amount of people which does not have any connection to “work against a common goal.” According to *Cliff Notes*, “three main sociological perspectives on the role of media exist: the limited-effects theory, the class-dominant theory, and the culturalist theory.” The limited-effects theory, “argues that influence from a mass media message.” The limited-effects theory, Paul Lazarsfield proposed it to develop thoughts and ideas. This effect is very limited. Class-dominant theory agreed which the reflection and projection of media to review the minority elite in order to control it. Culturalist theory was created “in the 1980s and 1990s, combines the other two theories and claims that people interact with media to create their own meaning out of the images and messages they receive. This theory sees audiences as playing an active rather than passive role in relation to mass media.”

Identify different types of Internet communities

An online community is a group of people who share their interest to interact with others on the internet. *Higher Logic* reported that “Organizations often create online communities as a professional, sometimes private, network to bring people together around a shared business-based experience or purpose for expansive online collaboration and growth.” According to *Vision Critical*, the four types of Online Community: social, support, advocate and insight. Social Community is when brands use social media (Facebook, Instagram and Twitter etc.) for “marketing purposes, broadcasting information, building brand awareness and reaching greater

audiences for campaigns and messaging.” Support community authorized members to provide product tips to customers in order to help companies to decrease the customer support costs.

Advocate community qualifies the brand to prepare people’s “passionate, loyal customers. Also known as advocate marketing software, this community type often rewards members for writing a testimonial, posting about the company on social media and doing other similar activities.”

Insight community were created carefully to pick groups of customers “who maintain a long-term relationship with brands. These communities allow companies to gather continuous, high-quality feedback from engaged stakeholders like customers, partners or employees.”

What are the social identification/deindividuation (SIDE) model?

The social identity model of deindividuation effects (SIDE) model is a theory made in social psychology and communication studies. SIDE described “the effects of anonymity and identifiability on group behavior.” SIDE became one of the Theories of Technology which explains the consequences of the social psychology due to the effect of computer-mediated communication.

Conclusion

A virtual community explain how a group of people shares their interest on the internet. It changes constantly with the revolution surrounds the mass community. The development of online is how people see the world. The role of collaborative mass media is to be capable of people to connect with others to use three forms of media theories: the limited-effects theory, the class-dominant theory, and the culturalist theory. Online community supports your community to grow and advanced. There were four forms of online community to benefit your knowledge to build a career. It encourages you to be around with people to communicate as you step out of

your comfort zone. The social identity model of deindividuation effects model defines the behavior of communication based on the impact of the media.

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