How Do Communities Affect How We Present Ourselves Online?

**Background**

This study focuses on the way that college students present themselves on social media. We examine the curation of selfies and the motivation behind them in order to discover how we construct our identities online. We take a look at how the community influences what we as a society deem as acceptable behavior on Instagram.

**Production**

The amount of production time that is put into a selfie reveals certain social standards. When filters and editing become more apparent on Instagram, a sense of critical self-awareness is adopted. This leads to users influence the existing ways of looking in order to create their online identities.

**Metrics**

The metrics behind selfie posting have to do with the amount of likes and comments. When we are examining this, we uncover the value that people place on selfies. Selfies are used as a social tool in producing our identities. The perception of the selfie reflects a social standard of behavior.

**Implications**

The potential implications of this study relate back to how we construct our identities. Selfies can serve as fundamental society building blocks because they reflect what we value as a community. This could also reveal the divergence of reality that we often see on social media sites, demonstrating the fundamental changes on how we see ourselves. This leads to discoveries about how we relate to others and ourselves through our interactions with selfies on social media.

**Future Directions and Methods**

Our survey will provide us with basic information relating to the production and the value that people place on selfie.

The administration of a focus group will allow for a closer examination of selfie practices, specifically in homogenous groups such as a sorority.

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**References**