Technology

Socialization & Communication
Socialization is an important part of society.

Social networking sites fill this void and make face-to-face communication unnecessary.
Cells Phones

* How important are cell phones to your social life?

* In a group brainstorm the functions a cell phone may serve
Cells Phones

- How important are cell phones to your social life?
- 47% of US teenagers said their social life would be worsened or end without their mobile phone
Functions of Cell Phones

* Social status

* In a recent study, teens identified cell phone type as being the largest indicator of social status (over shoes, jewelry, and clothing)
Functions of Cell Phones

* Conspicuous Consumption: acquisition and display of expensive items to attract attention to one's wealth

Veblen, 1899
Functions of Cell Phones

* Entertainment
Functions of Cell Phones

- Entertainment:
  - One third of teens play some sort of game on their phone

Saturday, March 24, 18
Functions of Cell Phones

* Safety

Write this Down
Functions of Cell Phones

* Safety:
  * 80% of teens report cell phones provide a sense of security
  * Besides physical safety, being connected provide a sense of security.
Functions of Cell Phones

* Communication
Functions of Cell Phones

* Communication:
  * In 2008 more teens would rather call than text
  * Now 47% of teenagers said their life would be worsened without texting
Functions of Cell Phones

* What are some pros and cons of texting?
Functions of Cell Phones

* Texting:
  * Pro: Texting allows for multi-tasking
  * Con: Conversations can take longer
  * Con: Distraction
Cell Phones and Language

* Texting and social media has introduced new phrases into our languages
<table>
<thead>
<tr>
<th>Age Group</th>
<th>Emoticons</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>Sexual reference, Eggplant, Rain, That's cool, Unamused, Praying, Silly, Crazy face, Literal fire, Love you, Booty</td>
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<tr>
<td>25-34</td>
<td>Eggplant, Rain, Hug, Unamused, Praying, Silly, Crazy face, Literal fire, Love you, Peach (the fruit)</td>
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<td>35-44</td>
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<tr>
<td>45-54</td>
<td>Eggplant, Rain, That's cool, Unamused, Praying, Silly, Crazy face, Literal fire, Love you, Peach (the fruit)</td>
</tr>
</tbody>
</table>
Spell Check

* Built in spell check reduced the times you need to practice the correct spelling of a word

* To increase response speed most people don’t review responses
I'm fighting with mike
Again??? Omg. I'm sorry.
Yeah. Its bad and I think it's it this time. He just drove off with his moms corpse.
WITH HER CORPSE????
Holy no! Her camaro! HAHAHAHA
You scare me.
Internet and Decreased Morals

- Containment Theory: theory describing two levels of social control
  - 1) Inner containments: Our self esteem and moral development
  - 2) Outer containments: social controls such as teachers, police, parents

Write this Down

Saturday, March 24, 18
Internet and Decreased Morals

* The internet removes outer controls, may decrease morals
Social Networks

* On average nearly 15 million Canadians log onto Facebook, nearly half the population

* 71% of Ontario residents log on to Facebook daily
Social Networks

- Canadians spend 400 minutes each month logged into Facebook
- This translates to about 20 minutes a day communicating with friends
Are Canadian ‘friendly’ social networkers?
Social Networks

* Are Canadian ‘friendly’ social networkers?

* The global Facebook user has an average of 130 users

* The average Canadian Facebook user has 190 friends
Why may Canadians have more friends on average?
Social Networks

* Why may Canadians have more friends on average?
* Canadian may have more access to devices which can access social networks
Function of Social Networks

* Geographically Canadian city centre are spread out, creating a physical barrier to socialization.

* Social networks shorten that distance
Function of Social Networks

* Socialization over long distance can cost money (stamps and long distance calls)

* Social networks have no additional costs
Function of Social Networks

* Socialization can be difficult to fit into the busy schedule of Canadians

* Social networks allow for convenient communication between busy users
Looking Glass Self

* In 1902 Charles Cooley proposed a theory explaining how identity is created through social interaction.
Looking Glass Self

* Looking Glass Self: a person's self image is formed by imagining what others think of his or her behavior or appearance.
Looking Glass Self

* There are three main components:
  * 1) Envision how we appear to other people.
Looking Glass Self

* There are three main components:
  * 2) Envision the judgement of that appearance.

Write this Down
Looking Glass Self

There are three main components:

* 3) Sense of self develops through that interaction.

Write this Down
Looking Glass Self

* Behavior is learned when other people provide feedback.
* We take social cues from others and then create who we are.
TEENAGERS

What my friends think I do
What society thinks I do
What my mom thinks I do
What my grandparents think I do
What I think I do
What I actually do
Social Media and Self Image

* Social networking is now providing feedback about self identity and is helping to define who we are.
Social Media and Self Image

- Cooley’s theory may explain why teenagers spend so much time on social media:
  - Adolescents are in a transitory stage seeking identity.
Social Media and Self Image

* Cooley’s theory may explain why teenagers spend so much time on social media:
  
  * Receiving messages, being tagged in photos, rating of images can all define identity.
Social Media and Mental Health

- Recent studies have linked Facebook and depression.
- Comparing your life to the lives projected by others.
**Social Media and Self Image**

- Homework: Your looking glass self.
- Create a collage from a selection of artifacts showing 6 distinct facets of your identity.