S.M. Zhakin[*]

Karaganda Buketov University, Karaganda, Kazakhstan
(E-mail: samatsky7@gmail.com)

Social Networks and the concept of Self: Identity and self-expression in the online world

This article attempts to investigate the influence of social networks on the concept of personality and self-expression in the modern online world. The article is an in-depth analysis of important aspects of this issue, starting with the creation of a virtual personality and control over its image in the digital environment. The authors also analyze the phenomenon of online self-expression and social accentuation, identifying philosophical and psychological aspects of the interaction between personality and digital reality. An important focus of the article is the question of how social networks and the digital environment in general affect the formation and modification of personal identity. The authors discuss changes in the perception of personality in the online space and consider which aspects of digital life contribute to strengthening or changing our concept of self. In addition, the article raises important ethical dilemmas related to privacy and social life in social networks. She highlights questions about the boundaries between the personal and the public in the digital age and offers a philosophical view on solving these dilemmas. Through the philosophical analysis presented in the article, a deep understanding of how the digital world shapes and changes our ideas about our own personality and social interactions in modern society is provided.

Keywords: social networks, self-expression, image, digital identity, concept of personality, online world, virtual personality, ethics, cultural identity, virtual reality.

Introduction

Social networks have transformed into an electronic mirror in which we see ourselves and a platform where our second, virtual life is created in the age of the digital revolution, which is continuously changing our environment. The online world is constantly keeping an eye on our hobbies, beliefs, friendships, and even our sense of self. The word "I" in this situation takes on new connotations and inevitably changes as a result of social networks.

The intricate relationship between social media and the idea of self is explored in-depth in this essay. It covers a wide range of topics, including how a virtual identity develops in the online world and how that identity affects our real lives and psychological well-being.

We will investigate how social networks impact how we see and present ourselves, how they uphold or undermine the veracity of our online persona, and how this may impact our interpersonal interactions and mental health. All of this emphasizes the need to evaluate our online personas and perhaps reconsider how we go about presenting ourselves and interacting with others.

Methods

In the course of the study, a general scientific method was used, including comparative analysis, historical and system-structural method. Also, in the course of the study, texts, images, videos and other content created by users in online environments were analyzed. Includes analysis of text posts on social networks, comments, blogs, forums, and so on.

In addition, the study includes an analysis of ethical and ontological issues related to the creation and maintenance of digital identity.

Results and discussions

Social networks provide users with a unique opportunity to create and maintain virtual identities that exist in the online world and may differ from real life. This process of creating and managing an online identity raises several important questions about how we present ourselves and interact with others in digital spaces.

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[*] Corresponding author. E-mail address: *samatsky7@gmail.com*

Users have control over their appearance and the avatar they use to represent themselves on social media. This may include the choice of profile pictures, nicknames, biographical data, and other components that could project a certain image of the person.

By choosing which facets of their personalities to emphasize and which to conceal, users of social networks can actively shape their virtual personas. This could involve picking subjects and interests to talk about as well as highlighting specific traits or accomplishments.

The question of authenticity is crucial when developing a virtual identity. Users may depict themselves online as they would like to be, which might cause a disconnect between their online persona and actual life. It is crucial to investigate how one's online persona is genuine and real, and how this influences interactions and connections with other users. Popular social media users create an image of popular personalities that might not accurately represent real people, a problem that is already apparent today.

According to the idea put forth by sociologist Erwin Goffman, everyone has a place in society, much like an actor on a stage. Goffman examines how people control their public image and modify it based on the situation and target audience. He defines "front stage" as the location of public performance and "backstage" as the setting where actors are free to be themselves and engage in more intimate activity [1].

Computers are altering how we see ourselves and the world around us, according to Sherry Turkle. She makes the observation that computers provide us the ability to develop a digital second self that may be distinct from our authentic identities. This second self can be expressive and creative, but it also has the potential to cast doubt on one's sense of self and ability to express oneself [2].

Social network users are bound by the accepted norms and standards established by the community. They might make an effort to live up to beauty, success, and popularity stereotypes, which can result in the development of an identity based on social expectations.

"Online presence" also refers to actively managing one's image. By hiding or highlighting specific personality traits or hobbies, users can control how others see them.

It's crucial to be aware of the ways in which filters and picture editors can create illusions about your life and yourself on social media platforms and distort reality.

The idea of "Image control" in the context of social networks is a crucial element of research centered on the analysis of users' capacities to control and affect how others perceive their personalities and images in cyberspace. Examining this feature in more detail.

Users actively try to manage how they are regarded by other users and the general public as part of social media interaction, which includes creating and maintaining an image. We will look at several components of this process separately.

The choice of styles and themes should be taken into consideration first. Users have the option to select specific styles and themes for their content and profiles, which may reflect their interests, hobbies, jobs, or other facets of their personalities. Photos of nature and travel, for instance, can give the impression that the individual is a traveler and a nature lover.

The process of developing and maintaining an image sometimes involves editing and filtering content. Users are able to actively edit their images and videos by applying filters and effects to achieve the desired visual aesthetic and emphasize particular aspects. Changes to the lighting, color scheme, and even exterior characteristics may be made in this regard.

Users can also decide what information to post and what narratives to provide. They can accentuate their achievements and interesting experiences while downplaying or omitting the negative aspects of their lives building your perfect persona.

Privacy management is a key component of image control. Users can control who can access their posts and personal data. They now have more control over who sees their information and content thanks to this. Users have the ability to reply to feedback and comments made by other users in order to affect how they are seen in an online setting. Positive comments can be replied to, and negative ones can be hidden or deleted, which can change how people see them in general.

The phrase "online self-expression" describes how users of social media platforms use these channels to share their identities, passions, and original ideas with the world online.

Using social networks to display one's personality and creativity online is the act of online self-expression. Users of social media platforms have the ability to submit a wide range of content, including images, videos, articles, status updates, and more. Their interests, pastimes, accomplishments in their personal and professional lives, and other facets of their lives may be reflected in this content.

On social networks, many users also start and join communities and groups that bring people together with similar interests. This enables people to communicate and share knowledge, concepts, and originality in their immediate environment. Social networks offer a forum for sharing viewpoints, taking part in conversations, and engaging in debates on a range of subjects, which encourages the free exchange of ideas.

As a result, people are able to use social media to express their creativity by producing and sharing music, writing, painting, and other types of creativity. This adds to the variety of cultural information available in the online space. This motivates some users to create their own social media brand and personal aesthetic. They can actively promote their work and themselves by becoming "influencers" or "brands". The opinions of the majority can be influenced, and some social accentuation among users might be observed.

Users of social networks might subject themselves to specific norms, ideals, and expectations set by the community, a phenomena known as social accentuation. As we previously stated, social networks are frequently used to build ideal lifestyles that emphasize success, riches, beauty, and adventure. Users may attempt to replicate this vision, which could cause them to perceive reality differently and push themselves to meet predetermined criteria.

On social networks, users frequently compare themselves to other users, particularly those who display idealized pictures or accomplishments. In the event that users feel they fall short of these standards, this may result in tension and unhappiness. Users may experience pressure and develop idealized views of their lives and personalities as a result of the selectiveness and artificial shaping of the content displayed on social networks. They can make an effort to make their lives and way of life resemble that of other users' profiles. This feature of social media brings up ethical concerns regarding authenticity and self-worth. How does the development of personality get impacted by frequent comparison to others? What principles and criteria provide the benchmarks for comparison on social media, and how do they impact our perception of ourselves?

Many social media users aim for a high number of followers, likes, and comments since these metrics can serve as indicators of success and popularity in the online world. This might encourage rivalry and the drive to live up to audience expectations.

The "Fear of Missing Out" (FOMO) phenomena could be a direct result of this. If users don't participate in particular trends, events, or discussions on social media, they could feel as like they are missing out. This may result in a dependency on social media platforms and ongoing online presence.

Users are susceptible to being strongly influenced by influencers and celebrities who promote idealized images and lives, which in turn piques their desire to copy. The analysis of how social norms and expectations affect user behavior, their motivations for using social networks, and their goals, as well as an evaluation of psychological impacts like stress, anxiety, and dissatisfaction, are all included in the research of social accentuation. This feature enables us to comprehend how social networks can create specific norms and standards as well as how users respond to this influence.

Social networks offer users a singular opportunity to construct and maintain virtual personas that may be extremely dissimilar from their true selves. This brings up intriguing philosophical issues regarding the similarity between our true selves and our virtual ones. A user could, for instance, create an alter ego or a video game persona to introduce themselves to him online. It might just be a means to express oneself creatively or it might be a cover for one's real identity.

Social networks are important in the development and upkeep of virtual personas and identities. Philosophers and sociologists have studied this feature of identity in the online world in great detail. The idea of the "second self" was first proposed by Erwin Hoffman in his book "Behavior in Society", which highlighted the distinction between our true selves and the personas we exhibit to others. This mask can be considerably more expressive and even anonymous in an online setting [1, 57].

Additionally, virtual pictures might be produced to conform to particular assumptions or prejudices that the user encounters online. This poses a significant philosophical query concerning the authenticity of an identity based on digital personas made for social media platforms.

Sherry Turkle examined this topic in her book Life on Screen: Identity in the Internet Age. The study looked at how social media and the Internet can alter how people express their identities and construct virtual selves [3].

The distinction between private and public life is blurred by social networks. Users are able to publicly share private experiences, occasions, and even emotions. This raises intriguing philosophical issues regarding personal space and privacy in the digital age. A user might elect to share personal issues or emotional experiences on social media, for instance. This may be a brave and transparent move, but it also makes us

wonder where the line between the private and public spheres should be drawn. What limits should be imposed online to protect a sense of privacy and individual freedom?

This term has a connection to Jürgen Habermas's writings, particularly his idea of the "public sphere". In his analysis of how a democratic society is created and how ideas are circulated in society, Habermas examines the public sphere. The public sphere has started to partially transfer into the online environment as a result of the growth of social networks, which raises concerns about how to uphold the values of debate, conversation, and freedom of speech in a digital setting [4].

Jonathan Haidt explores the effects of social comparison on people's happiness and self-esteem in his book Much More than Happiness: Psychology of Happiness Ethics. He says that people using social networks could experience pressure to exhibit an idealized version of themselves online, which can result in emotions of failure and envy of others [5].

Eli Pariser's study highlights the part that algorithms play in the development of information filtering and the establishment of ideological "bubbles". As a result, there may be less access to information and perspectives with a range of viewpoints, which raises concerns regarding information freedom and viewpoint diversity [6].

Algorithms are used by social networks to customize the material that users see. This may result in the creation of a "bubble filter" that restricts the user's access to a range of opinions and data. The user only sees content that computer algorithms believe is appropriate for their needs and interests.

The background of the digital age and social media is examined by Lee Rainier and Drew Karpinsky as they examine contemporary culture. They contend that digital and social media have evolved into a sort of "operating system" for contemporary society [7].

The impact of networks and digital platforms on human social, economic, and cultural connections is studied by researchers. They make note of the modifications to social interaction, communication, and organization brought forth by network technology. It is clear that network culture and digital communication tools have firmly established themselves in our contemporary society.

It appears that digital technologies have an impact on how easily people can communicate with one another. Sherry Turkle calls attention to the impact of technology on our relationships and communication in her book, as well as the role that social media and cellphones play in our daily lives. She expresses worry that in the digital age, when many people prefer to connect quickly through text messages and social networks, rather than a more in-depth and emotionally intense face-to-face chat, deep and meaningful talks are being lost [8]. Turkle discusses how our ability to pay attention, be empathetic, listen to and comprehend one another can be impacted by digital technology.

Social network use in conjunction with digital transformation has a significant impact on the processes of personal development. Users can now express their interests and hobbies through online platforms, create thorough digital diaries of their lives, and monitor their career and personal development.

The idea of "digital identity" focuses on how individuals create and maintain their online personas and how these personas relate to their true selves. Online identity creation and maintenance are examined by Luciano Floridi. He points out that everyone who uses social networks and the Internet creates a digital identity in most cases.

In his investigation of the ontological dimensions of digital identity, Luciano Floridi holds that the digital "I" is an essential component of contemporary reality. He investigates how the digital environment affects how we perceive ourselves and the outside world in his book "Philosophy of Information" [9].

Additionally, when more and more areas of our lives transition to digital, this is known as digital transformation. As a result, new ethical and philosophical concerns regarding who owns and uses our personal data are raised.

Let's not forget that social media also brings up significant ethical questions around the sharing and uploading of content. In-depth philosophical research has been conducted on issues related to fake news, misinformation, cyberbullying, and online hate. Free expression, moral principles, and the accountability of platforms and users are all impacted by these problems.

Ethics discussions have also turned to the algorithms that social media platforms use to tailor content and suggestions. These algorithms can make the "bubble filter" stronger and expose the user to particular perspectives and content. This raises concerns about the openness, discrimination, and fairness of algorithms.

Social networks have developed into effective tools for mobilizing civil society and coordinating social movements. They facilitate the emergence of new groups and protests by making it simple to bring individu-

als together who share similar interests and objectives. For instance, social media has provided a venue for the Arab Spring and groups like Black Lives Matter to organize and mobilize.

The development of new cultural trends and their influence on popular culture are now made possible via social networks. Due to the proliferation of content on social networks, ideas like "Internet memes" and "viral videos" have been created. Due to the increased use of social media, cultural phenomena including "influencers" and "selfie culture" have gained prominence.

Social media platforms give people a place to express their individuality and sense of self. Users are able to share photographs, music, texts, and videos that reflect their hobbies and way of life on their own profiles. This enables you to demonstrate your distinctiveness in the digital realm and to show distinctive personality features. Social networks, however, also aid in the development of online communities and collective groupings with shared objectives. Users can participate in communities, forums, and groups to meet people who share their interests and talk about those interests. This accentuates the collective elements of identity and fosters a sense of belonging to something greater. Philosophical issues on how we define ourselves and interact with others are raised by the link between individuality and collective identity in the online world. Which facets of our identities are kept online, and which are modified by social norms and values? How can I express my unique personality while yet being a part of a team?

Future technologies are questioned by the preservation of their online identity and the evolution of social media platforms into platforms with a new design, like Zuckerberg's Metaverse. Artificial intelligence (AI) advancements have the potential to make social networks even more customized and flexible. Based on the study of user data, AI can forecast and suggest content. Social networks may develop into more immersive and multidimensional spaces as virtual reality (VR) and metaverses advance. Online environments with physical and conceptual parallels to the real world allow users to engage and meet.

Conclusion

Social networks have influenced the way we understand and conceptualize "I" in the modern world and have become an essential component of our daily lives. These platforms give users an unmatched amount of freedom to express themselves, interact with others, and establish a digital identity. They also present a number of philosophical issues and problems that continue to intrigue and engage the scientific community.

On social media sites, using virtual personas, masks, and role-playing raises concerns about authenticity. How authentic is a virtual identity made by the user? This makes us pause to consider how we conduct ourselves online and what principles guide our personas.

The urge to establish an idealized way of life and comparison to other users might have a negative effect on one's emotional state and sense of self-worth. Researchers in philosophy and psychology are still exploring the principles underlying this phenomena and how it impacts how we perceive ourselves.

The distinction between private and public life has blurred thanks to social media. Fundamental concerns regarding personal freedom and privacy are raised by this. Which information should remain outside the virtual world and which do we want to share with the public?

Concerns regarding information freedom and diversity of view are raised by the algorithmic screening of content on social media sites. How do algorithms impact how we interpret the world? What information and viewpoints are still evading our notice?

This issue still demands additional research and analysis from academics and philosophers. Due to their dual use as tools, social networks present special opportunities and difficulties for the development of identity and self-expression in the online environment. Understanding these facets is crucial for fostering more thoughtful and responsible social media use as well as for advancing the philosophical discussion on what constitutes the essence of human identity in the age of digital communication.

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С.М. Жакин

Әлеуметтік медиа және «Мен» тұжырымдамасы: Интернеттегі әлемде сәйкестік және өзін-өзі көрсету

Мақалада әлеуметтік медианың тұлға тұжырымдамасына және қазіргі онлайн-әлемдегі өзін-өзі көрсетуге әсерін зерттеуге тырысқан. Сонымен қатар виртуалды тұлғаны құрудан және оның цифрлық ортадағы имиджін бақылаудан бастап осы мәселенің маңызды аспектілері терең талданған. Жеке тұлға мен цифрлық шындық арасындағы өзара әрекеттесудің философиялық және психологиялық аспектілерін анықтай отырып, онлайн көрініс пен әлеуметтік акцентуация құбылысына талдау жасалған. Мақаланың маңызды бағыты — әлеуметтік медиа мен жалпы цифрлық орта жеке тұлғаның қалыптасуы мен модификациясына қалай әсер ететіндігі туралы мәселеге тоқталу. Автор Интернеттегі кеңістіктегі тұлғаны қабылдаудағы өзгерістерді талқылаған және цифрлық өмірдің қандай аспектілері біздің жеке тұлға туралы тұжырымдамамызды нығайтуға немесе өзгертуге ықпал ететінін қарастырған. Сондай-ақ әлеуметтік желілердегі құпиялылық пен әлеуметтік өмірге қатысты маңызды этикалық дилеммаларды айтып өтеді. Цифрлық дәуірдегі жеке және қоғамдық шекаралар туралы сұрақтарды бөліп көрсеткен және осы дилеммаларды шешуге философиялық көзқарасты ұсынған. Жұмыста келтірілген философиялық талдау арқылы цифрлық әлемнің қазіргі қоғамдағы өзінің жеке басы мен әлеуметтік өзара әрекеттесуі туралы идеяларымызды қалай қалыптастырамыз және қалай өзгертетініміз туралы терең түсінік берілген.

Кілт сөздер: әлеуметтік медиа, өзін-өзі көрсету, имидж, цифрлық сәйкестілік, тұлға тұжырымдамасы, онлайн-әлем, виртуалды тұлға, этика, мәдени сәйкестілік, виртуалды шындық.

С.М. Жакин

Социальные сети и концепция «Я»: идентичность и самовыражение в онлайн мире

В статье предпринята попытка исследовать влияние социальных сетей на концепцию личности и самовыражение в современном онлайн мире. Работа представляет собой глубокий анализ важных аспектов этой проблематики, начиная с создания виртуальной личности и контроля над ее имиджем в цифровой среде. Автор проводит анализ явления онлайн самовыражения и социальной акцентуации, выявляя философские и психологические аспекты взаимодействия между личностью и цифровой реальностью. Важным фокусом статьи является вопрос о том, как социальные сети и цифровая среда в целом влияют на формирование и модификацию личной идентичности. Автор обсуждает изменения в восприятии личности в онлайн пространстве и рассматривает, какие аспекты цифровой жизни способствуют усилению или изменению нашей концепции о собственной личности. Кроме того, статья поднимает важные этические дилеммы, связанные с приватностью и общественной жизнью в социальных сетях. Разграничивает вопросы о границах между личным и общественным в цифровой эпохе и предлагает философский взгляд на решение этих дилемм. Через философский анализ, представленный в статье, предоставляется глубокое понимание того, как цифровой мир формирует и изменяет наши представления о собственной личности и социальных взаимодействиях в современном обществе.

Ключевые слова: социальные сети, самовыражение, имидж, цифровая идентичность, концепция личности, онлайн мир, виртуальная личность, этика, культурная идентичность, виртуальная реальность.