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Social Media. Social media platforms give adolescents the unique ability to share their lives and connect with others in real time. While adolescents describe these platforms as a way for them to connect and maintain relationships with friends and family, social media also creates environments for bullying and negativity.

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management theory, they predicted that people would behave in ways that were more positively represented when seen by others.

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Age, especially because SNSs are becoming
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Management: Self ...
encouraging a positive outcome. Impression
management is a common underlying
process that involves social and cultural
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implications. In regard to the social implications, impression management allows people to carefully craft and construct their public perception. Erving Goffman (11 June 1922 — 19 November 1982) was a Canadian-born sociologist

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by Erving Goffman in 1959 in The

regulating and controlling information in social interaction. It was first conceptualized

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presentation involves the processes by which people control how they are perceived by others. People are more motivated to control how others perceived them when they believe that their public images are relevant to the attainment of desired goals, the goals for which their impressions are relevant are valuable, and a discrepancy

exists between how they want to be perceived and how other people perceive them.

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provide insights on personal branding and
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impression management practices in the context of selfie production and sharing on online social networking sites (oSNSs). The theoretical framework of the study was constructed according to Goffman 's

- ' Dramaturgy Theory ' and Belk 's
- ' Digital Extended Self ' theory.

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Digital Age, edited by Carolyn Cunningham, offers critical inquiry into how identity is constructed, deconstructed, performed, and perceived on social networking sites (SNSs), such as Facebook, and LinkedIn. The presentation of identity is key to success or failure in the Information Age, especially because SNSs are becoming Page 30/34

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key issues in the field of identity management and social networking sites. The contributors to this volume draw on current research in the field and offer new theoretical frameworks and research methods, making the book useful for both students and scholars of social media.

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