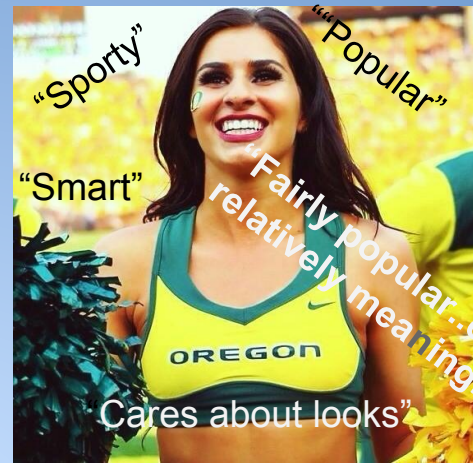# Social Media Matchup

Philosophy 123
By: Carlie Welk, Caroline Ottoboni, Kristin Allen and Jacob Cavanaugh

- This project focuses on <u>social identity in relation to social media</u> in order to better conceptualize <u>personhood</u>.
  - Social media gives people the freedom to express themselves in many different ways. How then do others perceive social identity through text and images?

- By the end of this project <u>our goal</u> was to be able to determine how or why people perceive another person's social identity.

Amanda (aka: "Carlie")

- Stunter on the Oregon Cheer Team
  - Has been a cheerleader for 16 years
- Loves country music
- Pre-law Major
- Goal is to one day work in the White House

"Sporty" ""Popular"" "Typical college girl"
"Smart" "Hard worker"
"Fairly popular...contributes to her making relatively meaningless statuses"
"Cares about looks" "Feminist"
"Funny" "Charismatic"
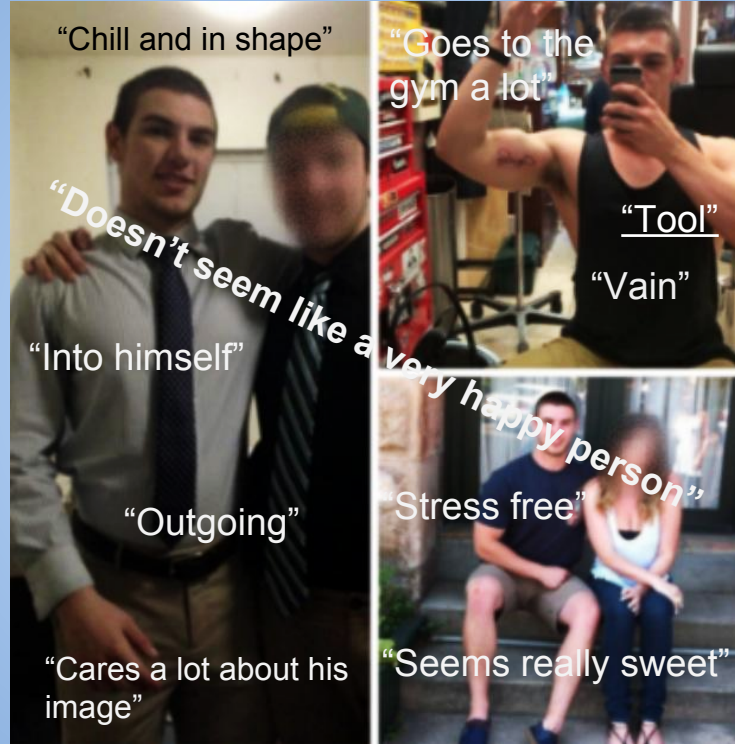"Basic" "Empowered"
"Down to earth"

"This week is going to be the death of me, I can already tell."
"no wonder there's a whole class on tort law, this stuff is nuts"
"Currently listening to Disney music to try to make myself feel better"

Ryan

- Over 200 hours of community service
- Used to struggle with weight
- Career goal is to be a police officer
- Held a leadership position in his fraternity

"Chill and in shape"

"Doesn't seem like a very happy person"

"Into himself"

"Outgoing"

"Cares a lot about his image"

"Goes to the gym a lot"

"Tool"

"Vain"

"Stress free"

"Seems really sweet"

"Going to the gym to be mad."

"ONE HUNDRED PERCENT on my soc final! get at me"

"Woke up this morning to a beautiful day, took my dog on a walk, noticed how healthy I was and how fortunate I am… I don't know where I was going with that I'm still tickled about the Packers"

Kelsee (aka: "Kristin")

- Married
- Professional photographer.
- Loves to bake and craft things.
- Has aspirations to be a stay at home mom with the side job as a photographer.
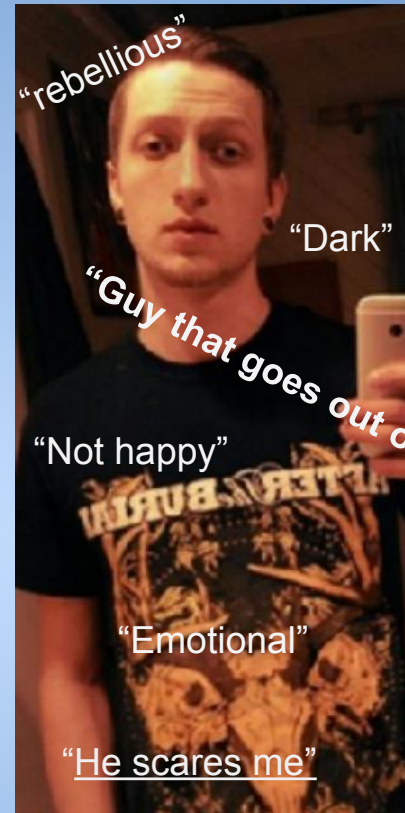
Thor ("Jacob")

- Extroverted
- Has unique disposition and will share points of view
- Musician: Bass Guitarist/Singer in *Of Fact and Fiction*
- Likes outdoors, nature activities, gaming, and parties

"rebellious"
"Listens to scream-O"
"Dark"
"Energetic"
"Guy that goes out of his way for people"
"Not happy"
"Loner-like"
"Emo"
"Emotional"
"Goofy"
"He scares me"
"individualistic"

"Work is going to be horrible tonite. Gonna have to give it everything I've got. This town is packed. And I am by myself alllll night."
"I hate it when someone has a problem with me and doesn't tell me. I would much rather know, and try to fix the problem, or at least have closure, instead of being kept in the dark and just pushed away"
"It drives me bananas when someone has a scheduled commitment but consistently, over and over again fails to make it priority. When other people are relying on you to do what they love you should probably try to actually be there instead of blowing them off week after week…"

Observations

- Participants who took the survey seemed to have a more personal outlook on the people than we thought, writing comments such as "They are funny." "He is a tool." "She listens to Disney." etc.
- In general, personality traits overshadowed comments about appearance.
- When appearance was mentioned, people were less likely to comment on intelligence.
- Participants used what people were wearing in the pictures as a tool to determine what status was theirs.
- Participants had a more difficult time deciphering between the female statuses than the male statuses.
- In general, confidence seemed to be based off of where people's eyes were looking in the photos.

Analysis

- When people perceive someone's photos to be more attractive, they are less likely to consider that person as intelligent.
- In general, perceptions of social identity are based upon images rather than words.
  - Personality traits are more based off of appearance rather than context.
- People perceive caring about your image as a negative quality
- Pictures don't justify a person's actual personality

What would someone think of you based off of only your online identity?