Analysis of Online Persona

In Class Brainstorming

- Describe your social media presence: how active are you on various platforms (Twitter, Facebook, online forums, Tumblr, Flickr, Foursquare, LinkedIn, YouTube, blogs, gamer sites, Instagram, Pinterest, SoundCloud, Yelp, fanfic sites, etc.)?

- Do you have a cohesive online identity (essentially the same, down to the name, across platforms) or multiple online identities? If so, how are these different?

- How do you use the different sites? Examples of use to consider:
  - Gain followers
  - Influence opinions
  - Comment on issues
  - Stay in touch
  - Connect with others who share the same interest

In Class Writing

- Relate your description of your online persona to one or more of the essays from chapter 6, and the point this author is making about online identity.

Structure Overview

Introduction

- **Context:** how has the idea of online personas developed with the growth of technology? Why are people concerned with this issue?

Section I

- **Discussion of your online persona:** sum up and analyze the presentation of your identity on various online platforms. What is posted or shown? What persona do the text and images help create? How do your findings relate to Chpt. 6 essays ?

Section II

- **Research:** how is social media used in your intended field of work/study? What are the benefits and drawbacks of social media presence in this field? How well does your online persona (or lack thereof) align with this career or field of study?

Conclusion

- How does your online persona relate to other elements of your identity (see discussion from photoessay, for instance)? Why is it important to examine our virtual selves?

Research and Drafting

Investigate further your career field or field of study after college and the ways social media sites are employed in this field. Ideas to consider:

- Use of social media to network or recruit in this field
- Use of social media in day-to-day tasks in this field
- Professional ethics related to social media usage in this field
- Grad school classes related to using social media in this field

Ways to Get Started

- Run a search for professional organizations in your field; see if these organizations discuss a code of ethics for members and whether social media usage is acknowledged in this code

- Run a search for "social media + your field" to see the different ways social media is discussed in this field

- Review job postings and descriptions in this field to see what is expected of professionals in this field (Occupational Outlook Handbook)

- Check out articles in the Identity and Technology resource folder under Additional Readings on BB