

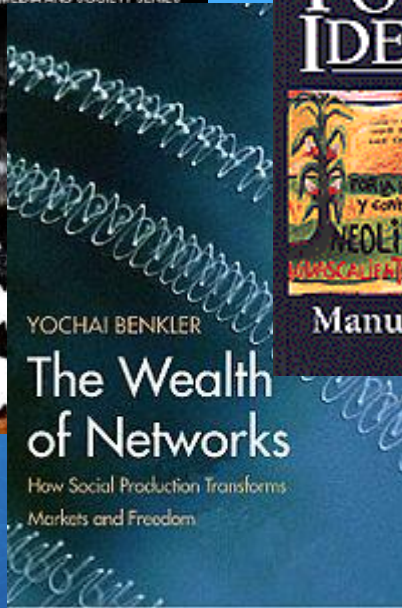
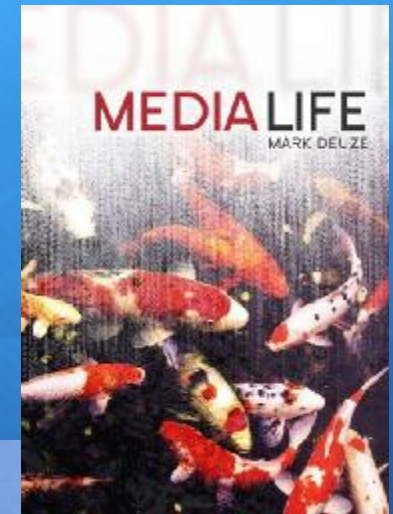
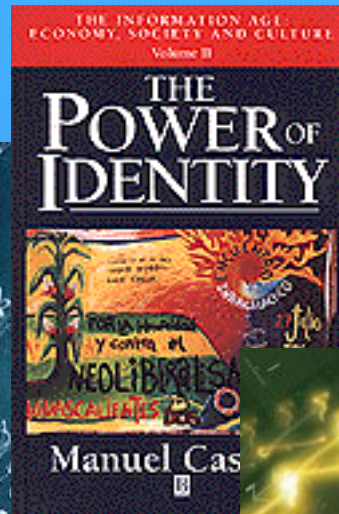
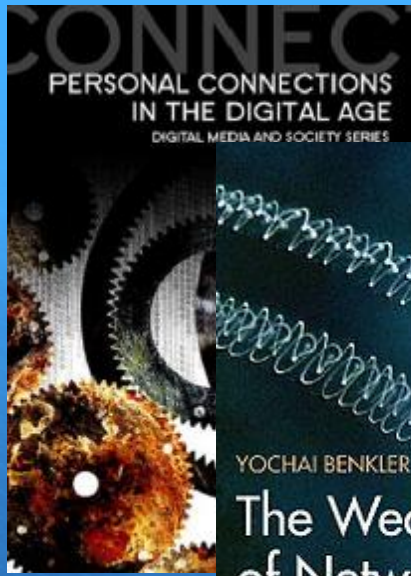


Social Networks & Social Media

Lynn Schofield Clark, Ph.D
Associate Professor, Media, Film, & Journalism Studies, University of Denver.

Social Media & Social Networks

- Ê Affordances of social media & new media practices
- Ê Studies of social media and young adults
- Ê What's missing
- Ê Intervention case study: digital storytelling
- Ê Future research

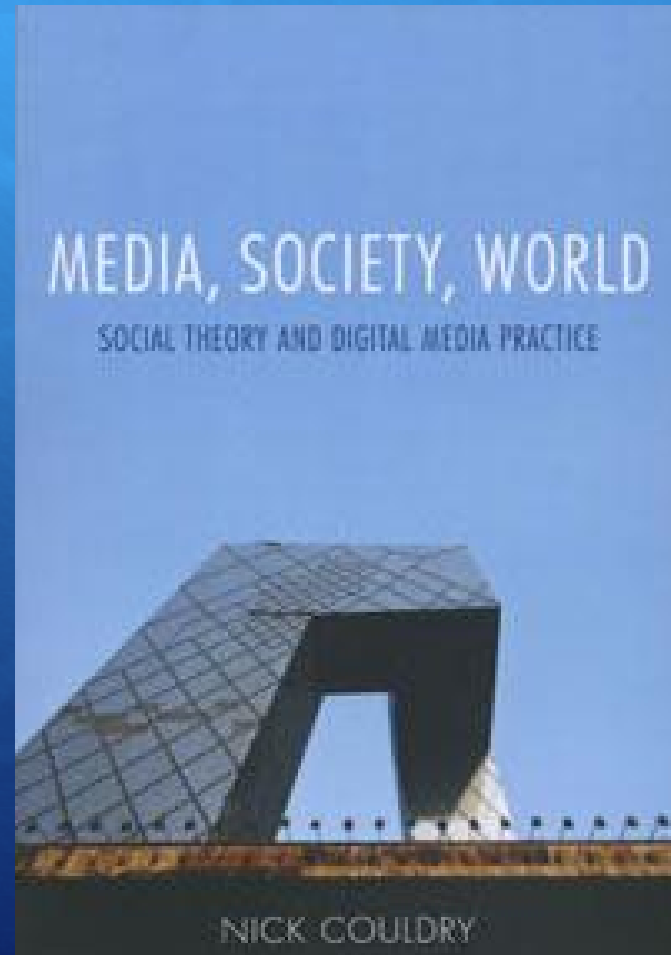


Affordances of Social Media

What do new media make possible that wasn't possible before?

Media as Practice

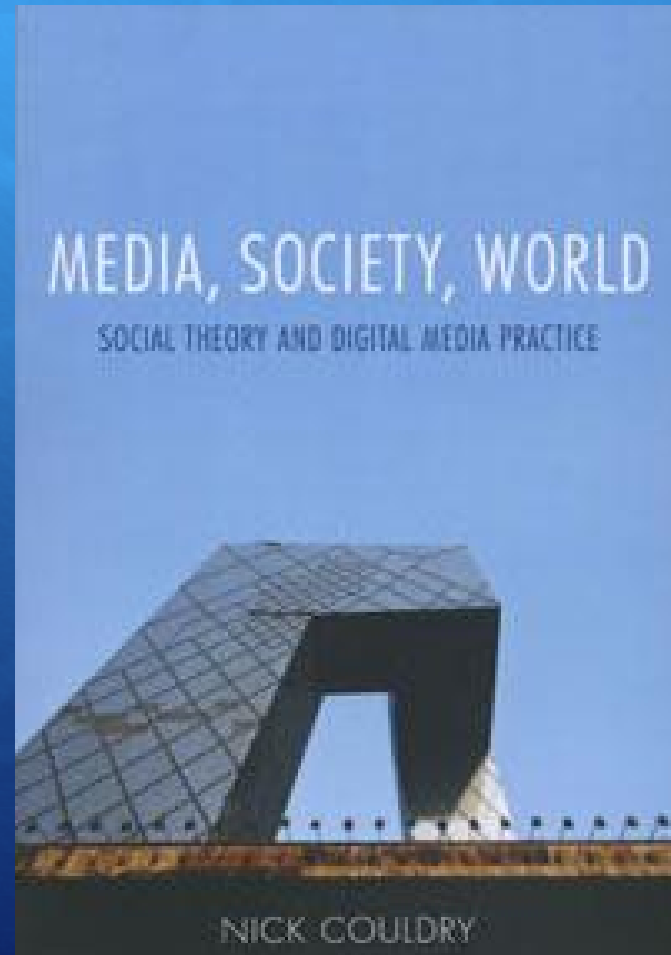
Searching and search-enabling



Media as Practice

Searching and search-enabling

Showing and being shown

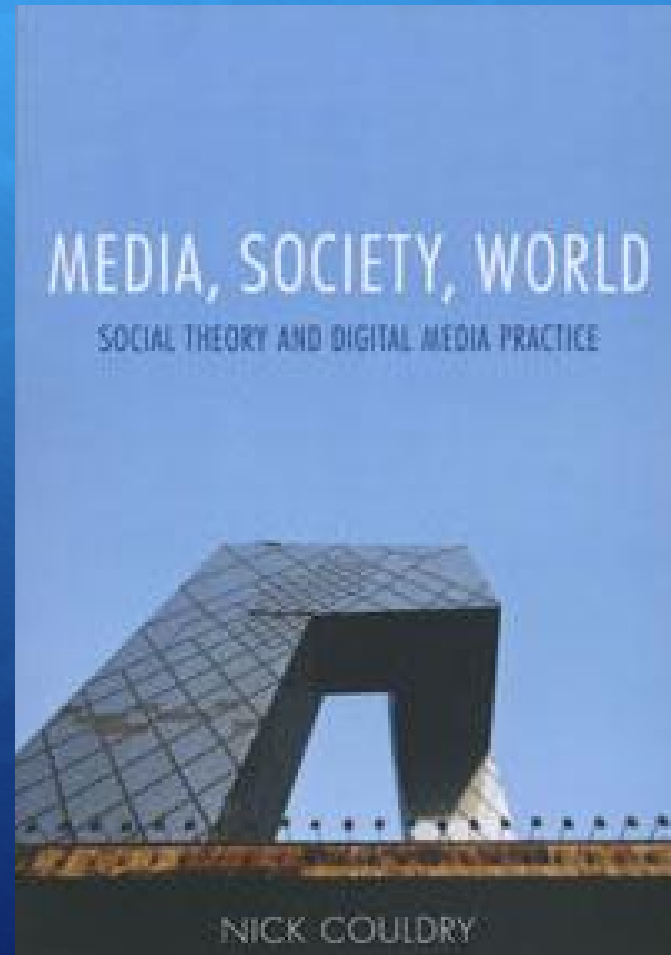


Media as Practice

Searching and search-enabling

Showing and being shown

Presencing





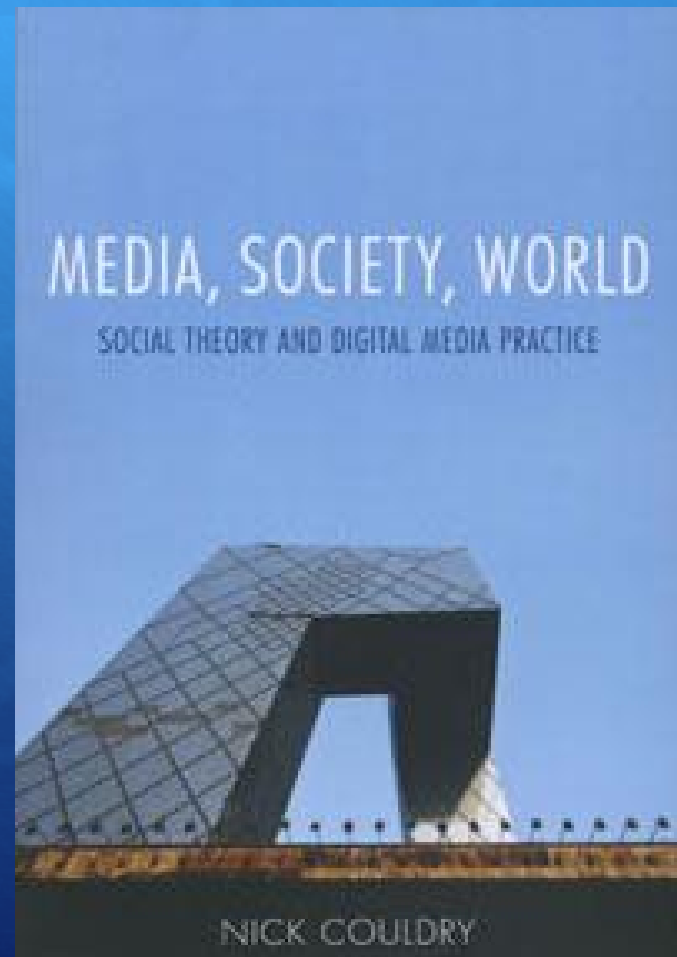
Media as Practice

Searching and search-enabling

Showing and being shown

Presencing

Archiving



Media as Practice

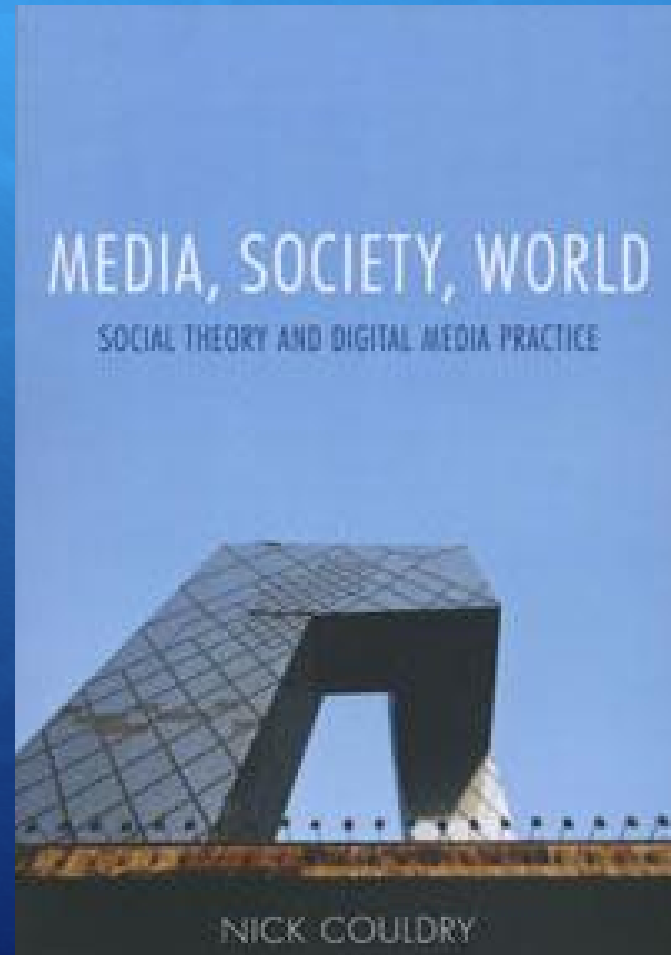
Searching and search-enabling

Showing and being shown

Presencing

Archiving

Commentary



Media as Practice

Searching and search-enabling

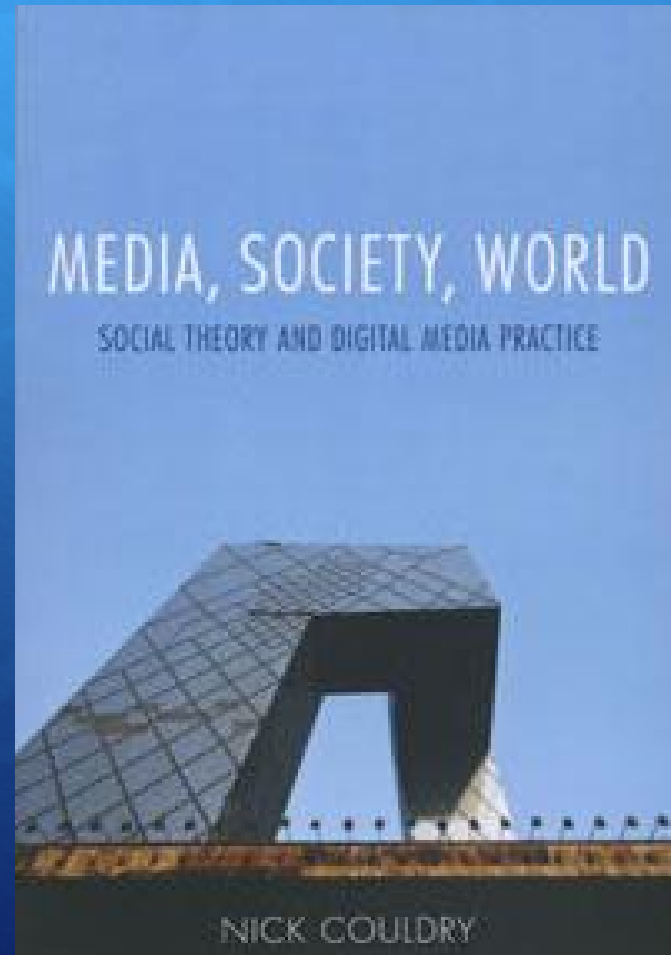
Showing and being shown

Presencing

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Commentary

Continuous connectivity

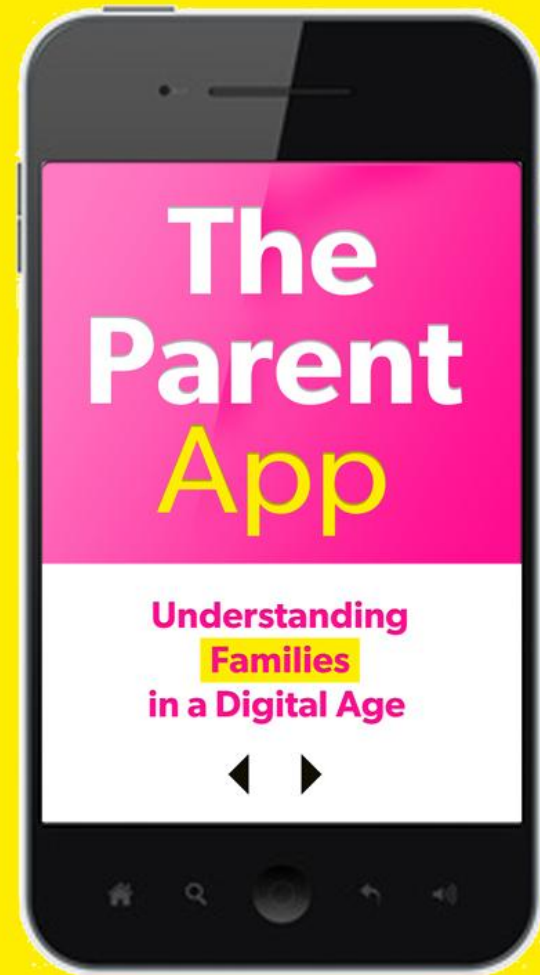


Generational tensions

The digital trail

The digital tether

New rules, e.g., explaining to Grandma, “text before calling”



Lynn Schofield Clark

For Young Adults:
Protectionist vs. Emancipatory

For Young Adults: Protectionist vs. Emancipatory

Risk

Opportunity

For Young Adults: Protectionist vs. Emancipatory

Risk

- Ê Social media use can exacerbate mental health problems among young adults (Rezvani 2013)
- Ê SNS may be making our relationships less intimate (Turkle 2011)

Opportunity

For Young Adults: Protectionist vs. Emancipatory

Risk

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Opportunity

- Ê Social media play a role in political socialization & most young adults get news from social media (Chan-Olmsted et al. 2013; CIRCLE 2010)
- Ê SNS use doesn't detract from or improve GPA (Hargittai & Hsieh 2012)
- Ê Immigrant YAs keep in touch with family in their home country of origin via SNS (Miller & Madianou 2012)

Young adults & social media:

- Ê What's missing: research of social media use among young adults who are not in college or college-bound:
 - Ê Young parents: employed, full- or part-time schooling
 - Ê Unmarried working mothers/unmarried working men with limited education and varied workforce experiences

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- Ê What's also missing:
 - Ê Can we draw connections between social media storytelling and the role of narrative in enhancing well-being? (McAdams 1993; Ochs & Capps 1996; Pennebaker & Seagal 1999)
 - Ê We know about *searching*, but how might the *presencing*, *archiving* and the *showing/being shown* practices be mobilized in interventions?

Using social media to tell a story



How might we help young adults to create *anchoring narratives* that can help them to understand themselves as resilient, that can remind them of their resilience when times get tough, and that they can share with others in their social networks who can affirm their resilience?



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Social media practices as intervention

- Ê *Presencing*: claiming a resilient identity
- Ê *Showing/being shown*: educating and inspiring others in their communities
- Ê *Archiving*: making a record that documents one's resilience

Social Media & Social Networks

- Ê Young adults are assembling narratives of themselves in digital platforms and sharing them with others (Facebook, YouTube, Tumblr)
- Ê When others give positive comments to those narratives, that enhances the legitimacy of the story the individual tells to self and others (Walther & Parks 2002)
- Ê Those from collectivist cultures hail from rich oral traditions and infrequently access mental health services, making storytelling an underexplored resource (Haffejee 2013)

Future Research:

- Ê The role of storytelling in creating self-identity and in enhancing well-being (McAdams 1993; Ochs & Capps 1996; Pennebaker & Seagal 1999)
- Ê Specifically among the “forgotten half” as identified by the WT Grant Foundation
- Ê Exploring connections between individual and collective storytelling afforded in online platforms and enhanced well-being

Social Networks & Social Media



How can the formal, informal, offline and online social networks in which young people live be mobilized to provide the support that students like Abraham need to achieve what he wants to achieve, whether that's through college or in other settings?

Thank you!



South High School Digital Media Club
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Community
We are an after-school joint activity with the University of Denver. Students learn to create and produce their own media to make a difference in their communities.

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