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Impression Management

Impression Management 101:
Managing 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

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for them to connect and maintain relationships with friends and family, social media also creates environments for bullying and negativity.

Impression Management 101: Managing Social Media -

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Staying ...

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social networking sites (SNSs),
such as Facebook, and LinkedIn.

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Cunningham, Carolyn M., Brody,
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(PDF) Impression Management in Social Media

An article by Hyun Ju Jeong and
Mira Lee (2013) choose to

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research the effects of these social networking sites (SNS) to joining causes such as the tragic earthquake that devastated Japan in 2011. Using impression management theory, they predicted that people would behave in ways that were more

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positively represented when seen
by others.

Impression Management on Social Media Platforms on Behance

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the 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

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identity is key to success or
failure in the Information Age,
especially because SNSs are
becoming ...

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encouraging a positive outcome. Impression management is a common underlying process that involves social and cultural implications. In regard to the social implications, impression management allows people to carefully craft and construct their

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public perception. Erving Goffman
(11 June 1922 – 19 November
1982) was a Canadian-born
sociologist

Art of Impression Management on Social Media

Impression management is a

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conscious or subconscious process in which people attempt to influence the perceptions of other people about a person, object or event by regulating and controlling information in social interaction. It was first conceptualized by Erving Goffman

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in 1959 in The Presentation of
Self in Everyday Life, and then
was expanded upon in 1967.

Impression management - Wikipedia

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Self ...**

Impression management (also called self-presentation involves the processes by which people

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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

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valuable, and a discrepancy exists between how they want to be perceived and how other people perceive them.

**Impression Management - an
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Abstract. Abstract. This study aims to provide insights on personal branding and impression management practices in the context of selfie production and sharing on online social networking sites (oSNSs). The theoretical framework of the

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study was constructed according to Goffman's 'Dramaturgy Theory' and Belk's 'Digital Extended Self' theory.

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Constructing the Self through the
Photo selection - Visual
Impression Management on
Social Networking Websites This
article takes as a point of
departure Erving Goffman`s
(1959) ideas and the self-
discrepancy theory of Higgins

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(1987) in order to introduce the habits of self-presentation of young people in the online environments.

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The presentation of identity is key to success or failure in the Information Age, especially because SNSs are becoming ...

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Carolyn M ...**

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Social Networking and Impression Management: Self-Presentation in the Digital Age, edited by Carolyn Cunningham, provides original research on key issues in the field of identity management and social networking sites. The contributors to this volume draw

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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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