

The Changing Trend of Self and Privacy Concept Under the Development of social media

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Abstract. This is an article that discusses the development of the concept of self-privacy in the new social media society. Through social situation and social examples, this article mainly discusses how social media and self-concept influence each other. I hope that readers can maintain a sober attitude for a long time to face the ever-changing media development through this article.

Keywords: privacy; examine; society.

1. The status quo of self and Privacy concept under the Development of Social Media

With the rapid development of the 21st century, people used to rely on limited media to communicate, and it sometimes takes several days to share information with another person, but now, with the emergence of new media forms such as TikTok and Instagram, resource sharing has become extremely common and easy to operate. This is enough to prove that social media is gradually changing people's lifestyles and attitudes. At present, social media provides users with a platform for self-display and expression, people pay more and more attention to self-development, but there is different feedback from social media, and people begin to have self-cognitive bias, social anxiety and frustration. At the same time, due to the rapid spread of new media, people often do not think about whether the published content belongs to privacy, information has long been spread in a large area, facing privacy disclosure and other threats to their own information security.

2. Social media reshape self-concept

In the past, people's perception of themselves came from feedback and self-evaluation after communicating with others, but now, with the continuous development of social media, people began to rely on social media responses to find identity and affirmation. Dominic Joseph once said in the News Quarterly, "who do you think you are?" This argument stems from his belief that his view of himself has been linked to his home page and self-presentation on the World wide Web. For example, users turn life milestones (marriage, work, baby birth) and misfortunes in life into motivation and package them according to the mainstream ideas of social media to attract capital attention. Carr and Hayes also identified this phenomenon as "Internet-based channels that allow users to interact and selectively display themselves at any time, either real-time or asynchronous, and the audience can be either a wide audience or a narrow audience, which derives value from the perception that user-generated content interacts with others." In other words, people have begun to rely on social media videos, articles, likes and comments to express and recognize themselves.

Social media reshapes self-concept, and social media becomes a platform for self-expression. As Hogan Burney points out: in the era of social media, people's self-presentation has become a distinctive online performance and exhibition. Why do you say that? Because social media is providing a broader platform for people to show their lives, interests, talents and values in a variety of forms, such as photos, videos, text, and so on. At the same time, such displays are often beautified and beautified in order to be more in line with the mainstream views of society, often showing a more idealized self-image.

Social media reshape their self-concept, and social media are more likely to gain a sense of identity. On social media, users' interactive behaviors such as likes, comments and sharing have become an

important indicator of a person's worth and popularity, even if there is no scientific basis for such criteria. However, such an instant feedback mechanism will make users feel the attention and identity of others, thus increasing their sense of self-worth. We can use this example to understand that Laura was originally a student with little knowledge of fashion and was often ridiculed for wearing rustic clothes, but after downloading Instagram and following a large number of dress bloggers, she began to experiment with different styles and is keen to share all kinds of clothes. Originally unconfident, she received a lot of likes from users of media software, realized her potential ability, and then created a personal brand and influenced the fashion field. In the process, social media changed Laura's self-concept from "feeling inferior to fashion" to "fashion has become my trend", which greatly deepened her sense of self-identity.

Social media reshape self-value system. Social media not only provides a platform for information exchange, but also allows different values to spread on the platform. Users are more likely to come into contact with different views when browsing various media platforms, which may conflict and merge with the users' original cognition, thus changing the users' value system. Similarly, we use real examples to understand my point of view: the dress of Chinese hurdler Wu Yanni became the focus of the media at the 2023 Asian Games. Social media let the incident spread rapidly, causing widespread discussion. Some netizens believe that national athletes represent the image of contemporary youth, and heavy make-up is not conducive to the establishment of youth values system. On the contrary, another part of the netizens believes that the 21st century is a new era, athletes are only an ordinary profession, and women's management of their own appearance is understandable and should not be condemned. At the same time, the state media at that time also said that the traditional restraint of athletes should be changed, emphasizing the emergence of individuality and diversity. Does such an idea mean that the concept of "gold medal supremacy" has been shaken in the past? In short, after media users are exposed to a large number of different views, some formed perceptions and new era views pull each other to promote the formation of users' new values.

Of course, when social media reshape self-concept, it also brings self-perception bias. The amount of information on social media is so large and complex that it is difficult for an ordinary user to comprehensively and objectively evaluate the real-life status of himself and others in so much information, and often see a perfect image that has been beautified and carefully selected. Once exposed to too much such information, users are prone to inferiority and anxiety, and then doubt and dissatisfaction with their own living conditions. In this way, we turn our attention to social media to reshape users' self-mentality. Because of the saturation of Internet information, media platforms often screen information to meet the needs of different users, but this also causes users to compare themselves with others. Such comparisons appear in appearance, quality of life, personal talent and other aspects. In the long run, such social comparison affects users' mental health, and the pursuit of external and quality of life will show a morbid concept; moreover, in this bad social atmosphere for a long time, users are extremely easy to accumulate a lot of psychological pressure. It is more likely to give up in work, life, and social life. Similarly, social media users are complex, and if users publish records of the good life, they will also attract inexplicable attacks from some psychologically distorted people. Such a life of apathy, as the ancient Chinese thinker Xunzi said, is "inherently evil". In the face of netizens who have not even met once in this life, they often impose the most vicious words on others in an attempt to show their beauty with the misfortunes of others. Use a heavier example to help understand: Zheng Linghua, a 24-year-old Chinese girl, once reported the good news in front of her bedridden grandfather with a postgraduate admission letter. It was a very warm picture, but just because the girl had dyed her pink hair, she was hit by a large-scale Internet explosion and finally left the world because of depression. Zheng Linghua was not wrong to insist on herself in the face of the initial cyber violence, but the power of the online media was really too powerful, and all kinds of rumors poured in to make her defenseless, which led her to wonder if she had really done something wrong. There was a deviation in self-cognition, and her psychology gradually accumulated excessive pressure, which eventually led to a tragedy. Such cognitive bias is caused by today's empty and shallow media era, people begin to lose the perception of complex emotions, lose their understanding

of the situation of others, and finally lead to extremes and cruelty on the Internet. The thinker Plato said in the Republic that a shepherd once walked into an abyss and found a ring that could make himself invisible. He seduced the queen with this ring and finally murdered the king and usurped the throne with the queen. Such a story shows that if people have invisible rings, all illegal acts will not be punished, then the darkness of human nature will never end like an abyss. Social media now acts as the "invisible ring", where people achieve their own psychological and moral balance by criticizing others, which is why there are so many Internet explosions in today's Internet age. the number of people who have been harmed is immeasurable.

3. Social media blurred concept of privacy

With the rapid development of social media, people's concept of privacy is gradually blurred. In the traditional concept, privacy refers to private life and personal data that cannot be known by others except necessary, but now, it is difficult to describe how privacy is defined. People are often willing to share the part of personal life that belongs to privacy in the traditional concept.

The new concept of privacy in social media has led to the emergence of new forms of interpersonal regulation. According to different interpersonal relationships, people will choose to share appropriate privacy to form a relatively stable level of shared privacy. This makes the interaction between users and the type of privacy that users are willing to share with others tend to be stable, and the relationship between users remains in a just state, with an appropriate sense of intimacy but also a certain sense of boundary.

Social media has a vague concept of privacy, and users' personal information and other privacy are widely shared. Today's social media often require users to provide certain personal information, such as name, age, gender, occupation, contact information, etc., in order to authenticate and provide personalized content according to the needs of users. However, after the intervention of these third-party media platforms, some personal information that used to belong to privacy is widely shared, and privacy is beginning to be marginalized. It is difficult for users to realize that their personal information has been collected and used in some commercial analysis and advertising pilot projects. Even some users who have realized that the information is leaked hold a more indifferent attitude and do not worry about the risk of privacy disclosure.

Social media has a vague concept of privacy and shared content is unbounded. Because the social media platform is too large, it is difficult to regulate the system, and it is difficult to formulate the same management rules, but people can upload photos, videos, text and so on anytime and anywhere to share their personal lives. At first, there is nothing wrong with this, but once the information is uploaded to the media platform, it will be constantly copied and spread by willing people, and some non-obvious private content that originally belongs to friends will gradually be widely known by the public. began to break away from the limited scope of dissemination and audience. Just imagine, if the shared information contains sensitive private information such as home address, it will be known by the public after dissemination, whether there is a certain security problem.

It is not uncommon for social media to have a vague concept of privacy and context collapse. Due to the complexity of users on social networks, the relationship between users may be family and friends in real life, or they may be strangers who have only common topics or hobbies. This completely different interpersonal relationship is placed on the same platform to make the definition of privacy more difficult. Users send a message about their lives, and it is difficult to define which part belongs to personal privacy. It is easy to inadvertently divulge information. At the same time, due to the initialization of social media, the content is often open to everyone, if users do not operate by themselves, users belonging to different interpersonal relationships will be systematically classified and set certain permissions, it is easy to inadvertently and widely disclose privacy. For example, in the Wechat software widely used by Chinese users, there is a platform called "moments" for everyone to share their lives, but ordinary people generally can only register a WeChat account, so all kinds of interpersonal relationships, such as family members and colleagues in the user's

psychological position are very different, but in an equal social position, if you do not manually classify the two and set permissions, then the topics between family and family are understood by colleagues. The internal information that belongs to colleagues is known by family and friends outside the company, and the reception of information begins to become chaotic, and all kinds of privacy collapse.

At the same time, the vague concept of privacy makes information overload and other problems appear one after another, users begin to visit themselves passively, and gradually lose their grasp of their privacy. For example, the "continuous spark" function and online function display in Tencent software were originally meant to witness the intimate relationship between friends and facilitate communication with each other, but now it has evolved into: because the spark exists, friends are friends; because online, so interact. In the long run, people are manipulated by social media, and it is difficult to deal with interpersonal relationships in reality. Once the relationship between friends is broken, it is more likely to cause information leakage.

4. In social media, self-concept and privacy concept restrict each other

Ben Agger points out that today's over-sharing belongs to the self-presentation of the Internet age. So, what does it mean? In other words, in the era of social media, a certain amount of self-presentation is bound to reveal some privacy, and the disclosure of privacy is often used for self-presentation, but it is difficult for users to know exactly what proper privacy disclosure and self-presentation is.

The need for self-presentation will inevitably reveal a certain amount of privacy. First of all, users have the need for self-display, and it just so happens that social media provides a broad stage for users. In order to show their self-worth, people will share their personal achievements, lifestyle, interests and hobbies to get more attention and recognition. However, such needs sometimes conflict with the concept of privacy protection, resulting in privacy disclosure. Secondly, the pressure of social comparison deepens the degree of privacy disclosure in self-presentation. It is difficult for users not to compare their own living conditions with those of others. In order to keep their settings more perfect, users will ignore the importance of privacy protection and sacrifice their privacy in order to get attention. Finally, because social media is conducive to the establishment of personal brands, it is easy to profit from it as long as it has enough influence, but such personal brand building often requires the display of a lot of personal information and life details. so that privacy has to be constantly leaked.

A strong concept of privacy restricts self-presentation. First of all, because privacy leaks occur frequently and bad events occur one after another, people's demand for privacy protection is increasing. in order to protect their own security, users will deliberately limit the scope and frequency of sharing on social media. it is not conducive to self-image and self-influence. Second, because the risk of privacy disclosure of social media is too high, all kinds of hackers and platform vulnerabilities emerge one after another, which not only affect personal privacy security, but also damage the image of social media. In order to reduce this situation, people's self-presentation becomes more conservative, which further restricts the display and expression of self-concept. Finally, because all kinds of laws and regulations pay more and more attention to privacy, people's concept of privacy continues to strengthen, and they hold a rational and cautious attitude towards sharing their lives on social media. it makes it difficult for users to unreservedly display their own elegant demeanour on social media.

5. Conclusion

As a double-edged sword, social media not only brings us unprecedented convenience, but also poses a great challenge to our privacy and personality shaping. In the face of these changes, we should adjust our mentality, with a clear and rational mind, establish a correct understanding of ourselves,

and strengthen the sense of privacy protection. Only in this way can the concept of self and privacy in the social media era develop steadily in a positive direction.

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