Scientific
Journal of
**Applied
Social and
Clinical
Science**

SOCIAL NETWORKS: CREATORS OF DIGITAL IDENTITY

María del Pilar Anaya Avila
Facultad de Ciencias y Técnicas de la Comunicación, Universidad Veracruzana
Veracruz, México
https://orcid.org/0000-0003-2630-2085

Rossy Lorena Laurencio Meza
Facultad de Ciencias y Técnicas de la Comunicación, Universidad Veracruzana
Veracruz, México
http://orcid.org/0000-0002-9385-8561

Luz Adriana Pérez Maldonado
Facultad de Ciencias y Técnicas de la Comunicación, Universidad Veracruzana
Veracruz, México

Abstract: This article aims to analyze whether university students living in the city of Xalapa, Veracruz; They are aware of the content that they upload to their social networks, mainly the photographs and images that they post on their Facebook account, which are building their digital identity. It is an investigation that was based on the monitoring of the social network Facebook that allowed the analysis of the content of the publications made in a period of time within the profiles of a sector of selected young people, which allowed to identify, how aware they are of the problematic represented by the photographs that are shared on the net indiscriminately and that form their digital identity.

Keywords: Digital identity, digital photography, new technologies, social networks

INTRODUCTION

The evolution in which society is currently in the digital aspect has given rise to the emergence of new communication tools, making the population connect and meet virtually with family, friends, acquaintances, etc., without having the need for physical contact. Although this makes communication more efficient, it also causes some deficiencies or misinterpretations within the message that is intended to be transmitted.

Photography has a very important place in communication, so much so that it is said that a picture is worth a thousand words. An image accompanied by text has an extremely important power, although it must also be noted that both, by themselves, are quite strong.

Currently the new generations are more visual, photographs and images help make the form of communication more effective, supported by the popularity of social networks.

However, given the technological facilities, photography is abused, young people with their devices can capture any image or photograph people or events and upload them to social networks without considering the consequences, or take "selfies" and spread them on the Internet without thinking that everything they publish is going to configure their identity.

In this context, this article intends to analyze the photography that circulates through social networks, mainly on Facebook, highlighting the importance of the role that networks play and how, through photographs, a digital identity is unconsciously created that most of the Sometimes young people are unaware.

Nowadays, educational, political and labor institutions, among others, go to social networks to find out the tastes, preferences, political tendencies that make up the personality of the applicant for a position of any kind or simply to request a visa to enter a another country, such as the United States. Social networks are the mirror of people. However, it seems that young people are not aware of their actions and upload photos and share images indiscriminately.

THEORETICAL FRAMEWORK

Traditional communication is understood as face-to-face, person-to-person communication, with oral and/or written language, as appropriate. (Blázquez, 2001). It is the communication that was done before the telephones or mobile devices that exist today were invented, it is the personal communication that our grandparents, our parents did, where there was greater interaction and it was known that the message was being captured by the receiver.

Until before the arrival of the Internet, the press, radio, cinema and TV existed as the only means of mass communication, understanding this as those channels that allow the transmission of the same message so that it is received by countless people

simultaneously., were analogous-mass media. They are defined as "mass communication" since a single issuer participates in it that formulates a message, which reaches a massive receiver, they are media designed for the dissemination of messages in large numbers. (Raffino, 2019).

Currently the media work differently in relation to what previous generations knew; the needs and ways of communicating, as well as the behavior and interaction with them have also changed rapidly. Communication is no longer the same as it was 25 years ago, this is due to the irruption of the Internet that has evolved the media, some say that it is for the better, others that it is for the worse.

However, as Anaya and Reyes (2012) point out, technology has advantages and disadvantages, the main advantage is the progress of the media, it implies a way to shorten geographical, economic and social distances; it also allows access to large banks of information on different topics. Various events occur in the history of those, but especially in recent years, accelerating their development. Its disadvantage is that so much information circulates on the Internet that it sometimes misinforms rather than informs, that the use of information-seeking devices is abused and many times young people do not know how to differentiate between false information, without support for the true one.

Talking about new media means referring to the internet, electronic media and all forms of communication derived from these media, which have revolutionized the information and communication processes while growing by leaps and bounds throughout the world, in that sense and With the idea of having to satisfy the needs of the human being in the simplest and most effective way through technology, a way was devised to make it possible for society to communicate in a way that was as attractive and comfortable as possible, creating social networks.

The profiles that are created and formed to be exposed publicly, are made up of collected information provided precisely by the user, some may be; age, sex, some context of a face and a photograph; these as essential basic elements to form a profile within a social network. All this is part of the digital identity that the user begins to build from the moment he decides to open a profile.

According to the blogger specialized in marketing, named Yi Min Shun, on average, Mexicans use their social networks 3 hours a day. Positioning Facebook first, followed by YouTube, Instagram and Twitter. Meanwhile, Katherin Fernández (2019) in her research states that Facebook is a virtual platform that makes it possible to create and unite communities or groups according to common areas or tastes, since it brings together a "group of people who, exchanging messages email, chatting simultaneously or participating in role-playing games, develop more or less stable and lasting ties based on common interests (Cipolla-Dell'Aquilla, 1998, cited by Valiente, 2004; p. 138), which could explain due to access to information related to topics such as: current affairs, society, news, trends, among other characteristics that, when published constantly, encourage the participation of people who are guided by similar ideologies or, in some cases, it is observed how to Through this virtual social network, campaigns, protests, volunteers, complaints and news are mobilized. (Fernández, 2019)

Social networks emerged on the Internet as a tool for communication and socialization among users; along with these, digital cameras were gaining popularity until both reached a meeting point, giving them the great prominence that photographs now enjoy within social networks.

This has given rise to new forms of communication and representation, becoming

one of the most important elements for the creation of digital identities. At the moment an account is created within a social network, one of the actions that most attracts attention is uploading a photograph as part of the options to complete the profile data, and this is how the search for which photograph would be the most appropriate for identification. Most of us usually try to choose a photograph where from our perspective we see ourselves as best as possible to be represented towards others.

We do this in a certain way in order to have approval from other users, to obtain positive comments and that the identity that we try to grant within the social network is to our liking. Photography is considered one of the most important artistic activities of the human being and its relevance has to do with many factors that benefit both the person who carries it out and the person who acts as an audience for their works (Bembibre, 2015).

Buckingham (2008) and Livingston (2011), suggest that digital media today provide young generations with symbolic resources to express themselves and build their own identities, understanding identity as the set of characteristics of an individual or of a community. These traits characterize the subject or the community compared to others. (Perez & Gardey, 2009).

IDENTITY, YOUTH AND DIGITAL MEDIA

Young people are the ones who find themselves experiencing digital media more intensely as a way of responding to the expressive needs and identity explorations that characterize our modern social life. Within Facebook, the identity that each user creates goes beyond their own information provided, since there is also a lot of information that other people can provide. Given this, it seems that the construction of self-image in this social network seems to be more complex than in everyday interaction.

On Facebook there are elements of personal identity that are produced and registered by others, and users must calculate and anticipate all of this.

Wood and Smith (2005) define identity as "a complex, personal and social construction, consisting in part of who we believe we are, how we want others to perceive us, and how, in fact, they perceive us" and the same authors affirm that in In virtual communication, what is important is the image that you want to show to third parties.

The virtual identity conforms to the social construction of the contents, images and photographs that one generates on the network, given that there is a high amount of personal data that pays to create new personal identities in the digital area, which may or may not, coincide with the analogical identity, with the characteristics attributed to a certain person in their offline life (Universidad de Alicante, 2016).

Being in cyberspace means having a representation of oneself, a virtual identity that is built from one's own activity on the Internet and from the activity of others.

Users of virtual networks use themes with which they represent their identity, thus expressing their tastes, hobbies, attributes or stereotypes. Facebook is a virtual social network that allows its users to feel free to express themselves and interact with their friends. (Guzmán, León & Vélez, 2015).

METHOD DESCRIPTION

This research is spatially delimited in the monitoring and analysis of 10 profiles of the social network Facebook -with the informed consent- to determine if the young university students, users who reside in the city of Xalapa, are aware that the photographs and images that they upload to your profile are

elements that are part of your image and your digital identity.

The users were selected thinking that there could be a variety of personalities among them creating different identities through their profiles on the social network Facebook. Young people whose ages ranged between 23 and 26 years were chosen, in order to find among the diversity, some similarities in their thoughts, images and published photographs, the profiles contemplated four women and six men, all university students with different degrees such as Public Relations., Medicine, Law, Graphic Design, Accounting Statistics, Preschool Education and Communication Sciences and Techniques.

The period of dates chosen was from December 19, 2019 to January 2, 2020, this with the purpose of obtaining more information and data, since Christmas and New Year holidays are celebrated on these dates; knowing that this season is one of the highest in terms of user interaction with their profiles.

The 10 selected profiles were monitored, with the prior authorization of each of them, and they were analyzed according to the characteristics indicated in the material produced by the University of Alicante in 2016 and disseminated through the Alicante University Library (BUA), in the In the section entitled Virtual Identity, it is mentioned that digital identity has a series of characteristics, which personally seemed pertinent to apply to the images that were analyzed from the different selected profiles, the referred characteristics were classified as follows: Social, subjective, indirect, compound, real and contextual.

RESULTS OF THE INVESTIGATION

In conclusion, we can say that this research allowed us to learn more about a current topic, about the publications of photographs and images on the profiles of a social network such as Facebook, these are actions that young people do, sometimes, repeatedly without measuring consequences. Today, through social networks, the lives of users are displayed without control. Unconsciously, young people upload photos or images to social networks or share images without measuring that what is displayed on that social network is shaping their personality, digital identity, on the one hand, and on the other, they expose themselves to different criminal organizations. they are hunting anyone.

Personal data is voluntarily disclosed in the profiles, but they are not always aware of the repercussions that this fact may have.

Thanks to the analysis that was carried out on the profile of 10 Facebook users and the survey that was applied to those same users to testify in their voice what was observed in their profiles and to verify if they are aware or not, that everything that is Upload to the social network configure your personality, your digital identity.

The survey confirmed that they are aware, so they only upload photographs or images that do not affect their image. In the same way, it was confirmed that for the selected age sector, social networks are almost essential since they are used by users for several hours during their day, although according to them, they do so in a "responsible" manner.

The research fulfilled the stated objective, it allowed to know concepts related to this subject, to verify the opinion of the users on digital identity, who, although they may have a not very clear concept of it, at the moment of using their networks and building their digital identity with everything that each of their profiles contains, they do it in a very responsible way and with the ever-present thought of the perspective that they will offer to others.

CONCLUSIONS

In conclusion, it was possible to confirm that university students are aware of the images and photography that they upload to their social network, however, perhaps they do not realize that this action somehow shapes their digital identity and that in the future it may have negative repercussions. Currently, they live their emotions up to date and show their ideas and images on the Internet, and as Ricardo Homs Quiroga, President of the Mexican Academy of Communication A.C. explained to the student community of the Faculty of Communication of the UV. during the conference given on "Social and political leadership in the digital age", that young people are the future leaders of the country and for this they must invest in their prestige and credibility, take care of what they upload and what they share on their social networks, because When they venture into the professional or political field, social networks give an account of their past actions, therefore, it is of the utmost importance to keep their image clean in order to have credibility and be consistent between what is said and done.

RECOMMENDATIONS

Below are a series of recommendations made by the University of Alicante (2016) that can be very useful for managing digital identity:

Digital identity management is a skill that must be worked on based on a method and a positive desire to participate in digital culture.

The method must take into account a reflection on the activities to be carried out and the objectives to be achieved in the activity in cyberspace.

To gain visibility and, above all, reputation, it is essential to specialize and find a topic, a form of expression or a specific channel in which one's own contributions are valued. Wanting to be everywhere, use all the tools on the network and deal with a wide variety of topics is not a guarantee of a good electronic reputation.

In general, it is advisable "not to provide personal data" on the network and, in any case, provide it in the safest possible environments and directly to known people.

Responsible creation of profiles on social networks. Think about what data is going to be published in that profile and sometimes differentiate between a personal profile and a work/academic profile.

Proper security and privacy settings. Correctly define the privacy options of the profile on social networks. Think about whether the content to upload is appropriate to broadcast in public or only in the circle of friends. When using public computers, log off when finished to prevent other people from accessing your account.

Pleasant participation in the network. Do not use a rude or vexatious tone. Show tolerance and empathy towards others. Do not publish false information or warn of its tone. Ask permission from people in photos or videos before uploading them. Be respectful in the use of labels in photos and videos.

Safety measures in navigation. Keep the operating system and antivirus updated.

Periodic identity check. Use search engines to control from time to time the information available about yourself on the Internet and especially on social networks.

Aid. It is essential that you go to your parents or teachers when we suspect that someone is damaging our online identity and reputation using some of the known techniques: identity theft, sextortion, cyberbullying, etc.

Being aware of the privacy of personal data on the Internet and the use that can be made of this data becomes a key element for the effective management of digital identity.

REFERENCES

Anaya Campodónico, Reyes M. Mario A., María Cristina; Comunicación y nuevas tecnologías. El proceso de transición de la televisión analógica a la digital en México 2000-2011 Espacios Públicos, vol. 15, núm. 34, mayo-agosto, 2012, pp. 231-245 Universidad Autónoma del Estado de México Toluca, México, consultado:l 3 de enero de 2020. Disponible en file:///C:/Users/pilar/Downloads/art%C3%ADculo_redalyc_67623463010.pdf
Barcelona: Galaxia Gutenberg Barcelona: Paidós.

Bembibre, Cecilia (2015), Fotografía, consultado el 27 de mayo de 2020 en https://www.importancia.org/fotografia.php

Blázquez E. F. (2001), Compilador, sociedad de la información y comunicación, edita Junta de Extremadura Consejería de Educación, Ciencia y Tecnología, Dirección General de Ordenación, Renovación y Centros Mérida, 2001, consultado: 04 de enero de 2020, disponible en http://www.ub.edu/prometheus21/articulos/obsciberprome/blanquez.pdf

Fernández Moncada, Katherin; Dorado Ramírez, Carlos Alberto; Herrera Marmolejo, Alejandra (2019) Manifestaciones Identitarias a través de la Red Social Facebook, Universidad de San Buenaventura Colombia, recuperado de https://bibliotecadigital.usb.edu.co/server/api/core/bitstreams/e329b140-eed2-44ac-92ee-ace1c4e14c3e/content
Guzmán, C. M.; León, C. V.; Vélez, D. (abril 17 de 2015). Construcción de identidad de los y las jóvenes en las redes virtuales

Pérez P. Julián y Gardey Ana (2009). Definicion.de: Definición de identidad, consultado: 28 diciebre de 2019., consultado 4 de enero de 2020, disponible en https://definicion.de/identidad/

Raffino, María Estela "Fotografía digital" Argentina. [Publicación en blog:Concepto.de]. Disponible en: https://concepto.de/fotografia-digital/. Consultado: 04 de enero de 2020, disponible en https://concepto.de/fotografia-digital/#ixzz6MN1r1h9i

Raffino, María Estela "Web 2.0". Argentina. [Publicación en blog:Concepto.de]. Disponible en: https://concepto.de/web-2-0/. Consultado: 04 de enero de 2020, disponible en https://concepto.de/web-2-0/#ixzz6MMvt4jeS

Universidad de Alicante (2016), Identidad Digital, Biblioteca de la Universidad de Alicante (BUA), Competencias Informáticas e Informacionales, consultado el 04 de enero de 2020 disponible en https://rua.ua.es/dspace/bitstream/10045/79589/2/ci2_basico_2017-18_La_identidad_digital.pdf

Wood, Andrew F.; Smith, Matthew J. (2005). "Forming online identities". En: Wood, Andrew F.; Smith, Matthew J. Online communication: linking technology, idenity, and culture. Mahwah, N. J.: L. Erlbaum, p. 51–75.