

## **Me and My Selfie: Identity Building Through Self Representation in Social Media**

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**Abstract :** This research is a pilot study to examine the rise of selfie trend in dealing with individual self representation and identity building in social media. The symbolic interactionism theory is used as the concept of the desired self image, and Cooley's looking glass-self concept is used to analyze the mechanical reflection of ourselves; how do people perform their "digital self" in social media. In-depth interviews were conducted in the study with a non-random sample who owns a smartphone with a front camera feature and are active in social media. This research is trying to find out whether the selfie trend brings any influence on identity building on each individual. Through analysis of interview results, it can be concluded that people take selfie photos in order to express themselves and to boost their confidence. This study suggests a follow up and more in depth analysis on identity and self representation from various age groups.

**Keywords :** self representation, selfie, social media, symbolic interaction, looking glass-self

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