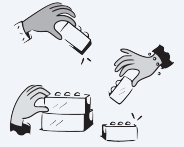


# The Influence of...on Identity

Name:

Date:



## Listen to this scientist talk about the influence of external factors on our identity



### Audio Content

To listen to audio content just scan the QR code and listen to it on the digital worksheet.

<https://to-teach.ai/worksheet/8nPlw2ak1hH4eM7qZhGa>

## The Shaping of Identity: A Social Media Case Study

**Disclaimer: This is a fictional story.**

### Introduction

Emma Thompson, a 28-year-old marketing professional from New York City, is an intriguing example of how social media can shape personal identity. This case study explores the transformative effects of social media on her self-perception, career, and personal life.

### Early Adoption

Emma joined social media platforms during her college years, initially using them to stay connected with friends and family. Over time, her engagement deepened as she discovered communities that shared her interests in fashion and wellness. The validation she received through likes and comments began to influence her self-esteem and sense of worth.

### Career Boost

Recognizing the potential of social media, Emma started a fashion blog and an Instagram account dedicated to her style and lifestyle tips. Her follower count quickly grew, and she soon became a micro-influencer. This online presence opened doors to collaborations with brands and eventually led her to a career in digital marketing. Emma's professional identity became intertwined with her social media persona.

### Personal Challenges

However, the pressure to maintain a perfect online image took a toll on Emma's mental health. She began to equate her self-worth with her social media metrics, leading to anxiety and burnout. The curated and often exaggerated lives of others made her feel inadequate, despite her successes.

### Realization and Balance

After a period of introspection and therapy, Emma acknowledged the negative impact of social media on her life. She decided to set boundaries, reducing her screen time and focusing on real-world interactions. This balance allowed her to reclaim her sense of identity, separate from her online persona.

## Conclusion

Emma Thompson's journey illustrates the profound influence of social media on personal identity. While it provided opportunities for career growth and community building, it also posed significant challenges to her mental well-being. Her story highlights the importance of mindful engagement with social media to maintain a healthy sense of self.

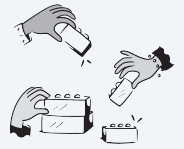
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**Disclaimer: This is a fictional story.**

# The Influence of...on Identity

Name:

Date:



## 4 perspectives

Form groups of 4 and discuss the topic.

### Digital Marketing Specialist



**Role:** The expert in leveraging social media for marketing purposes.

**Responsibilities:**

- Present insights on how social media can boost career opportunities.
- Discuss the impact of social media metrics on personal and professional identity.
- Advocate for ethical marketing practices.
- Analyze the influence of online engagement on brand identity.

The marketing specialist is passionate about the potential of social media to create new career paths and opportunities.

### Mental Health Counselor



**Role:** The expert in mental health and well-being.

**Responsibilities:**

- Explain the psychological effects of social media on self-esteem.
- Discuss strategies to manage social media-induced anxiety and burnout.
- Advocate for setting healthy boundaries with social media use.
- Share techniques for maintaining a balanced sense of identity.

The counselor is committed to helping individuals navigate the mental health challenges posed by social media.

## Social Media Influencer



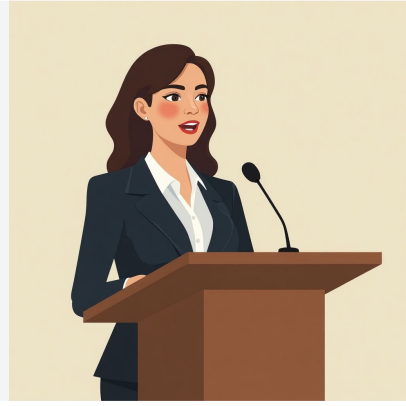
Role: The experienced social media personality.

Responsibilities:

- Share personal experiences of building an online persona.
- Discuss the pressures of maintaining a perfect image on social media.
- Advocate for authenticity and transparency in online interactions.
- Highlight the benefits and drawbacks of being a social media influencer.

The influencer is enthusiastic about connecting with her audience but also aware of the challenges in maintaining authenticity.

## Politician



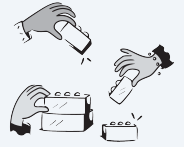
Role: The advocate for policy and social issues.

Responsibilities:

- Discuss the role of social media in shaping public opinion and identity.
- Advocate for regulations to protect users' mental health on social media platforms.
- Analyze the societal impact of social media on self-perception and community building.
- Present policies to promote responsible use of social media.

The politician is dedicated to ensuring that social media contributes positively to society and individual well-being.

# The Influence of...on Identity



Name:

Date:

## Reflect on these questions

**Discuss how social media can both positively and negatively impact an individual's self-perception and self-worth, using Emma Thompson's case as an example.**

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**Give your opinion on the importance of setting boundaries with social media use to maintain a healthy identity. How did Emma Thompson benefit from setting these boundaries?**

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**Evaluate the role of social media in career development, considering both opportunities and challenges. How did social media influence Emma Thompson's professional life?**

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## EXTRA

### Support files for all role cards

Always make sure the information are accurate and up to date