CONSTRUCTION, PRESENTATION AND CONSUMPTION OF INDIVIDUALISM IN SOCIAL MEDIA

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ABSTRACT

The concept ıf individualism involves the whole properties of being esteemed and confirmed of the individual in society. The situation of being esteemed is an extension of individuality. Together with social media, individuals can build new individualities right along with the present. Social media offers individuals a new "individuality area". As a socialization medium, social media also lays the groundwork for a consumption of individualism during daily use. Different than consumption in real life, it is allowed for individual's consumption of individualism by texts, visuality, varied connections and comments in social media. At the same time, individual also exhausts his or her own individualism during construction process of his or her own individualism.

Consumption of individualism in daily life, seems to find its imaginary equivalent in social media. Individual realizes a consumption by sharing in social media what he or she eats, places he or she visits or shops in real life. In this way, individual both is able to reach more wide areas and to continue to be on the agenda. Social media offers individuals this chance. Individual can be on the agenda as he or she consumes and shares to the extent. As soon as the individual achieves this, he or she can gain admiration and comment; but at the moment he or she becomes silent, individual encounters the risk of falling down the agenda. So, individual trends to expend more in real life to stay active in virtual world. The agenda in the real world is not enough anymore. Individual is wishing to deploy on a much more broad area in virtual world. In this respect, the work takes individual's dilemma of construction and consumption of individualism which he or she builds on social media, as its case.

Key Words: Social Media, Individuality, Consumption, Content construction.

INTRODUCTION

Social media, has prepared a ground for individuals to create and share contents belonging to themselves online through internet thanks to developing technologies,

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and has created a platform for them to present those contents to other people's approvements. Safko (2010), stated that social media was a means individuals use to socialize. Solis (2011), refers social media as a platform used for socialization of media, online means simplifying interpersonal communication, an opportunity and privilege causing individuals to associate with their environments, providing cooperation, and simplifying the spread of the effect.

As Andy Warhol stated in his expression "*In the future everyone will be famous for 15 minutes.*" the identity shared in social media has been perceived as a way to be famous, and adopted by the users. However, in today's social network construction, the life of a data finishes as a new data's share. Because of that, it is required new data belonging to individual features to be shared to strengthen individual fame with new data continuously. Is it required to socialize for fame; or is it required to become reputed in new century's social media world for socializing? They are both perceived to be an essentiality, but each data shared at social Networks should be perceived as revelation of a part of user's individual confidentiality (Yıldırım, 2012:263).

The matter of opportunity to regularly share photos at social media which is in user's hand, facilitates the users to communicate the others through the thought of "*i earn a fame with the things i do*". This state prepares a medium for social media users to create online profiles sharing knowledge including their personal features.

In online world it is possible to say that identities are chosen, juggled and changed. Social media, states important results on reconstruction of individual's identity. This leans upon the power social media had. Having an important role on reconstruction of individuality, social media, together with technology's development, offers individuals possibility to express themselves again and again. This, also contributes the process of individual's individuality construction.

Blossom (2009:31) defines social media as highly scalable and derivable communication technologies or techniques making it possible for every individual to easily influence other individual groups. The conspicuous point in this definition is social media's making it possible for individuals to communicate with each other and its producing effect.

Today with technology's enhancement and subsequently frequent usage of smartphones, social media that became an inseparable part of our life has some specialities. ICrossing (2008), lines them as following:

- Participation: Social media is taking feedback from everyone and encourages everyone to supplement.
- Openness: Many social media medium are open to participation and feedback. They are open to everyone to share knowledge, to approve and to comment. Rare amount of obstructions is treated.
- Colloquy: There is a mutual state of communication.
- Community: Social media facilitates communities to be triggered on giving shape to effective communication. Communities can share a beloved song or an actual political matter in accordance with their common interest.

- Being associated with: A great amount of types of social media use connections with other sites, sources or people.

Social media lays the groundwork for online communities affording users to establish connection and communication with each other, and maintaining them establishing a personal network as well as sharing personal content. Creating their own personal profiles, users present them to other users through social media. In other words, social media lays a new groundwork for the community by trending to social interaction in online platforms (Indorser: Kara, 2012:115).

For explaining how social media contributes individuals' construction of individualism, it is needed to explain the concept of individualism in the first place. With this in mind, information about individualism concept are discussed below.

3. INDIVIDUALISM

Individualism is explained as individual's viable opinion and conviction about who himself was and will be; value he evaluate himself. This concept involved improves with questioning who he was and will be; doesn't change and presents permanency. Improvement of individualism concept also influences individualism image. Individualism image involves imaginations developed about what kind of a person we ourselves have to be. Individualism image, involving imagined and pursued, forms individuality. There is effect of environmental influences, individual or individuals on the formation of individualism image. (Başaran, 2008:62).

Being an inherent power permanently effective in a human's life, individuality for many times judges the person, in addition to this appreciates him many times and shows clemency. According to Baumeister, individuality (1995:52), includes the body in the first place and then social identity as second as meaningful definitions added on the body. These definitions are composed of name, social roles, memberships in different groups and other qualifications. The third is the qualification of individuality to be a factor which has an active role during adjudication process and telescopes this process.

Individuals' behaviors are effected with the estimations and deportments of the groups they are in. What individual thinks about who he was is closely related to the groups he is synonymous with. Individual oriented to protect his self-confidence and images, promotes his self-confidence and image with the successes of his groups (Kağıtçıbaşı, 2006:278). Living a social interaction, social media contributes the formation of mentioned social identity through this property.

People in their daily relations fear about how they are perceived and evaluated by the others. Generally all people wants themselves mentioned with positively features like trusty, sympathetic, gifted, and successful. Having negative features cause one not to be liked and wanted, so individuals try to improve their individualities like the others Grant, because they are afraid to be abstracted.

Social media offers its users a medium of being able to tell their own thoughts, to reach a great amount of people, and to express freely themselves. Together with this, it gives the users an opportunity to structure their own web pages and to form their own profiles. Social media, except sharing and getting information, becomes an area users also find opportunity to offer themselves as a more ideal "*I*" (more beautiful, more handsome, richer, stronger etc.) and reproduce themselves.

In the environment of social media, it is possible for individual to define himself different than the others or to communicate also with the organizations. In social media, forming the features to define himself, individual edits social identity with deportment liabilities sociocultural structure needs like being approved in social environment, by the help of the communication he established with the others (Kuşay, 2013:97).

Erikson refers that some historical eras lay the groundwork for identity crisis. According to Erikson, ages providing new social roles (bounty, industrial revolution etc.) carry facilitating quality for identical evolution. Nonetheless, ways of coping with crisis and finding solutions to the problems in those periods of identical evolution changes from culture to culture depending on cultural structure (Yazgan İnanç ve Yerlikaya, 2011:161). So, electronic era which we can define as technological revolution today technological evolution having great importance, overtakes us as a facilitating factor in identity formation. Besides, social media environments forms a way preferred in solving difficulties and problems in terms of adolescents (Kuşay, 2013:40).

According to the conclusions of a study Barry and his colleagues executed, young ones, even if they are living psychological problems, have a propensity for holding their relationships superficially positive in the social sharing sites. They follow how many people like experiences and successes their pers share in social sharing sites. Additionally, users satisfy their needs by going at intellectually for showing the pictures of their physical appearance and their good properties well, and sharing them virtually (Barry, 2012:11).

Our most distinct feature making us different than the others is our identity. In other words, the concept we also named as individuality includes the whole of the properties of being precious by the community, and being an important, known or approved person. The state of our acceptance or being unapproved, is actually an extension of our individuality. By social media having its popularity expanded nowadays, individuals can built new and new individualities other than the one known of themselves. Through this property social media offers individuals a medium of "*construction, presentation and share of individuality*". Being a socialization (cultural interaction) medium, social media, lays the groundwork also for consumption of individuality in terms of its daily use. As its state of play, social media, causes individual (its subject) consumpt himself by offering himself in share in his present state. That consumption, differently than consumption in real life, gives individual an opportunity to use many virtual means like photograph, text, image, various connections and comments as consumption objects in social media mediums we can also mention as "virtual". In this way, with the means mentioned, individual not only

realizes his own individuality construction but also contributes the combustion of the means mentioned above.

4. CONSUMPTION

Consumption; is use of goods and services so as to remedy the needs of human being. Remedy of the needs in this way benefits the human being. Consumption; practically means the final usage. In other words, it is the purchase of goods and services not to process them a forward treatment or repurchase, but to purchase them directly for meeting human need. Some goods abate or finish by consumption (http://tuketim.nedir.com/2014).

Economical definition of combustion can be done as we did above. When we come to social media that is mentioned at the topic of this article, consumption; can be handled as the way individuals sequence the contents within their personal pages. As a matter of fact, individuals effort to frequently consumpt the declarations they shared in their profiles in social media for building an individuality structure.

Fast updatable, analyzable and shareable information permanently multiplying by the easy usage of social network sites emerged with the aim of sharing of personal information, Picture, video, content, profile etc., attrected users' great attention, and multiplying day by day both the number of those applications and the number of users became dangerous for traditional media (Kuyucu, 2013:120).

Facebook is an opportunity for adolescents to open themselves to abroad, providing them to take their lives under record through instantaneous state information, photos, videos and writing comments for the others' announcements. Thus, adolescents, expressing their own identities, are processing this state as an occasion. With each photograph, comment and announcement, they show their thoughts, ideas, likes and dislikes to the others (Metsker, 2011:21).

Combustion orientation in social and economic life had found its virtual response in social media. In short, individual realizes a combustion by sharing the places he eats, drinks, travels or does shopping. In this way, individual can both accomplishes to reach wide areas and to continue to stay in the window. Just at that moment social media offers individuals that opportunity. Individual can stay in the window as long as he combusts and shares. As he could do these he can put over and get comments. At the moment individual becomes silent; that is to say when he doesn't share anything at virtual medium, he meets the risk to be out of the window. In this context, individual trends to combust more in real world in order to be active in virtual world. Because now the window in the real world isn't enough. Individual wants to out sprade more people and a greater area through the virtual world. With this side, our study will take individuality construction and combustion individual builds on social media as its matter.

5. Presentation and Consumption of Individualism Construction in Social Media

During interpersonal communication process, individuals mostly goes into the effort to control their behavior and to arrange their appearance for being perceived appropriated to individuality presentation and being positively evaluated by the others. This is called "*self-presentation / presentation of individuality*". Individuality presentation changes according to how each individual presents himself to the others and how he communicates with them, and the properties of the individual. Individuality presentation generally divides into two as strategic and authentic self-presentation / presentation of individuality. Strategic individuality presentation is intended for individual's controlling the perception of the others about himself and includes arranging himself according to the reactions of the others. On the other hand, authentic individuality presentation expresses individual define himself to the others without masks on and without acting (Bilgin, 2003:159).

Goffman, states that individual develops an individuality perception according to the impressions he wants to demonstrate to the others. While the process individuals announce the individuality he built and denounce it is defined as presentation of individuality, it is also said that this process is a public process. It is expressed that this process is concluded with other users affirm or do not affirm the individuality. Accordance between the identity built by the user, denouncement of the identity and its position complete the construction of individuality (Zhao, Grasmuck, Martin: 2008: 1816). The matter Goffman especially wanted to emphasize about individuality presentation is to offer the enticing presentation of individuality built through being in social communication with other users. Furthermore, the real important thing here is coherent permanence of the process.

Individuals explain that they express themselves using various individuality presentation during the process. To realize individuality presentation positively, individuals focus on making others love themselves. To make others love himself is a set of behaviors individual cultivates to overwhelm another person about his own charm. To make others love himself is done not declared, but secretly. In other words, cause to be loved is hidden. Those individuality presentations focused on becoming a beloved one are: Self-glorification, glorificating the other, agreement, conferring a favor, re-vindication, articulation of difficulties, demolition, professing little blames, threatening, begging, setting a good example, pleading (Araz, 2005: 46-86).

Manago and his colleagues (2008) tell in the study they performed that identity was an important part of the concept of self-esteem of individual and the sides seen were called "*identity*". There effect of formation and presentation of identity over one another between peer friends is mentioned. Goofman expresses that individual presented himself to the others and this process contributed individualism's formation and evolution.

Evaluating social media in the light of these expressions, as in Goffman's words it functions as a public area in the process of formation of individuality and identity, as well as being affective in individuals explaining himself and socializing. Elements like interaction with other users, search for being different, usage of creativity on one hand

helps individual to find himself, on the other hand it strengthens interaction (Kuşay, 2013:42).

Erikson, states that the involution occurred in identity's formation process during adolescence period is mostly of psychological and social content. In adolescence period one tries to explore who he was and wasn't. Adolescent conducting physical and cognitive evolutions is at seek of new roles that will help him in discovering sexual, social and Professional identity (Yazgan İnanç and Yerlikaya, 2011: 170).

Internet and related innovations carry the essence technology involves exactly. Main principle of technological life is human activities getting easy. But unfortunately, this easiness and sources like time human being saves up aren't used in a meaningful and spiritually constructive manner. With the evolution of technology, aesthetic civilization the man created is almost lessening. Talent of signification and skill of developing aesthetic values of the man are losing their ties with real and natural life. Undoubtedly, internet we can us for developing our human property is becoming one of the means of a new kind of over combustion –also individuality combustion- for randomness (Banger, 2014).

Banger (2014), emphasizes that face to face communication of humans, as if it occures in another medium, is formed of a kind of duel, no matter how the conditions are respectful or affectionate. This kind of encounter needs the courage of communication with the identity itself that doesn't exis enough in all of us. However internet and especially social media being one of its widespread application areas, clears away the difficulty of communicating through the real identity. How much you are realistic, internet is a medium to form virtual identities because of its nature and present structure. But, real identity is convenient to be masked greatly in personal or institutional scale. With that feature it creats a climate of a masquerade on one hand allowing a person (or an institution) become renowned with some of his properties, and on the other hand allowing him hide his real face. Virtualisation and related reidentification are just an example in "opportunity list" of internet.

Internet's virtuality feature has potential to let individual gain a new identity. But, formation and evolution of a new identity emerge as a result of relations we individually established. As a human being we want to be involved a group. Our entrance to said group is sometimes sourced from properties belonging to ourselves, and sometimes from the attraction of the group. By time we strengthen our identity features on the ground of personal evolution, while accommodating the group.

Identity is not a structure composed of only one part. Identity has different sides emerged from internal and external conditions of individual. Different sides of identity stays balanced without showing excessivenesses uder daily life conditions. We work, do serious things, get cheerful,have fun, get angry, rest, dream. When identity is totally balanced and there is nothing overnourishing one side of the identity, we don't live mental or emotional problems. On the contrary, internet's virtuality feature has a potential to gain new identities or creat a convenient climate for identity for separation and becoming gluttonous. An identity element we don't wait to separate and get

oversized under ordinary conditions, can become Don Quixote in internet medium (Banger, 2014).

Conclusion

Regarding treated concepts in this article headed construction, presentation and consumption of individualism in social media, it is understood that individual as a social presence is liable to combust. In changing technological evolutions and process we came, there occurred changes in this kind of combustion. Individual who tried to build an individuality construction with the trademarks of the clothes he wore yesterday, strengthens this construction with the sharings he makes at social media. So he continues combustion while building individuality construction. Individual has understood that he can built an individuality construction as long as he can make himself mentioned in this age we are talking about. Recognizing that he could be in social media as much as he combusts, individual concentrates his combustion today (the time we called communication age) mostly on his spiritual and existential identity while in the past he was combusting to meet his physical needs. He has understood that he can be a member of the reel as long as individual stays in publicity that is to say as much as he shares in social media mediums, and makes comments and likes, thus combusts. In short, he has seen that he was as much as he combusts and he could build his individuality this way. Individuals' frequently viewing the places they went, sharing the food they eat or jauntily sharing their selfie (self-taken) photos called as the craziness of the last period in online mediums can be evaluated as the best examples that can be given for combustion.

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