

Archetypes and Competitive Self-Representation in Facebook

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Truthful Representation on Facebook of Self and Others



Others: **No**
Self: **Yes**

“While my pictures portray ‘fun’ I rarely go out or party and spend the majority of my time studying, volunteering, I work 7-days a week and am very active with my church, family and boyfriend.”

“Now that people are entering the real world, they must take off certain things from their profile to make it more appropriate while looking for a job”.



Others: **No**
Self: **No**



“Many people are playing these ‘characters’ but some are also true to themselves.”

Others: **No**
Self: **Yes**

METHODOLOGY

- Reviewed media literature and created an annotated bibliography.
- Conducted primary research using a group of 22 Hofstra University students documenting Facebook use.
- I am developing my theory on archetypes and competitive self-representation in new media communities.

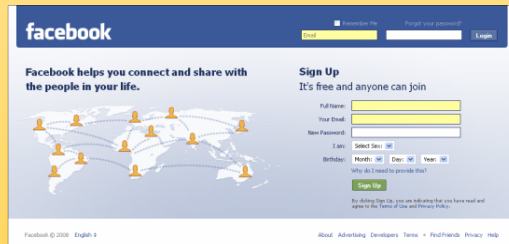
According to Swiss psychologist Carl Jung, **archetypes** are innate universal psychic dispositions that form the substrate from which the basic themes of human life emerge.

Because they are universal and innate, archetypal influence can be detected in the form of myths, symbols, rituals and instincts of human beings.

Archetypes are components of the collective unconscious and serve to organize, direct and inform human thought and behavior.

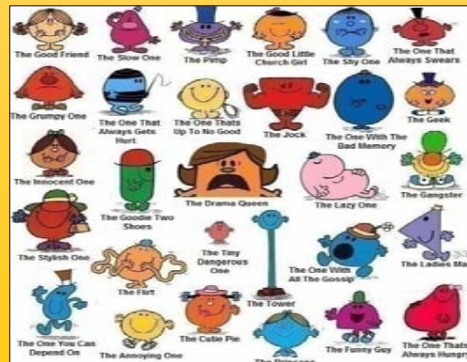
Facebook is a free-access social networking website that is operated and privately owned by Facebook, Inc.

Users can join networks organized by city, workplace, school, and region to connect and interact with other people. People can also add friends and send them messages, and update their personal profiles to notify friends about themselves.



Source: <http://www.allfacebook.com/images/facebook-homepage.gif>

Just like Jung’s many forms of archetypes, a popular picture tagging photo is a way to make archetypes out of your Facebook friends.



Source: <http://www.kamranweb.com/blog/few-more-facebook-tag-your-friends-photos.html>

Facebook Featured Note: 25 Things About Myself

Share
Wednesday, February 11, 2009 at 11:45am
25 things about me. ta-daaaa. i'm a conformist!



- i feel bad for my room mate because i rip cans of green tea opened at night when i cant sleep and it's loud.
- you will never...ever...EVER see me without a headband on in public.
- i think messes bring character, i don't care what you say.
- i collect hearts. i have heart caring, charm bracelets, and necklaces.
- i hate the sun, which is the main reason why i wear sunglasses. the rooms in my house literally have huge drapes because my family can not stand too much sun. i don't know why! if i had a single i would always keep the blinds shut.
- i wish i had a puggle!
- i like to sleep during the day and stay up all night. that's what i do at home....

This is an example from “25 Things About Myself,” a Facebook note that allows users to reveal information about themselves, while comparing answers to others.

RESULTS

After having conducted primary research on Hofstra students and combining them with my own observation and participation in new media communities, I developed a theory of archetypes that are portrayed through representation.

These archetypes are further developed by competitive one-upsmanship of making an appealing impact on Facebook.

Based on this qualitative research, I suggest that quantitative research, to measure large populations, should be conducted.

SELECTED REFERENCES

- Jung, C. G. (1934–1954), *The Archetypes and The Collective Unconscious*, Collected Works, (2 ed.), Princeton, NJ: Bollingen (published 1981)
- Hearn, A. “Meat, Mask, Burden: Probing the Contours of the Branded Self”, *Journal of Consumer Culture* 2008; 8; 197
DOI: 10.1177/1469540508090086

Signed Research Permission Forms for all participants filed with my faculty sponsor, Mary Ann Allison, PhD.