

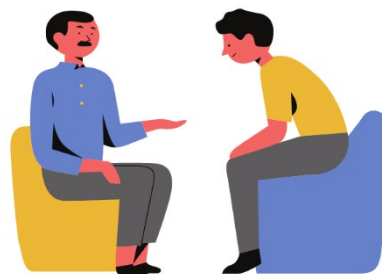
# Social media

Social media are interactive technologies. It means that a person can make the device do an action in real time. The term device refers to electronic object (computers, smartphome, tablets). Social media allow the creation of information. They also allowed the sharing of ideas, interests and expressions.

Social Media created virtual communities and networks. Virtual communities are people with same interests that meet online. A network is group of people who work together but in different places. Social media changed the way of communicating. They created a new way of exchange of information. So, social media are new communication tools. Before social media, people liked to go out so they could communicate with friends. Now people prefer to share their ideas, interests and emotions on social media. When chatting with a person you can use emojis. They were invented to better communicate your feelings.

## **The positive aspects of social media**

One of the positive aspects (benefits) of the creation of social media is the fast communication. Before this creation, communication was slow. Because you had to wait to meet a person to tell something.



Now you can give information in real time (instantly). You can send a photo, a short text or a voice recording. The other person receives the message immediately (few seconds). This is possible thanks to program created to communicate (application).

Another positive aspect is to meet new people staying at home. Thanks to social media it is simple to find people with same

interest. You can write your interest on the application (app) and start a conversation. To send messages on social media people write messages on chat. However, we have to be careful.

## **The negative aspects of social media**

Social Media were created to connect distant people together. But now people are losing interest in meeting others in person. People prefer doing everything online.



Second negative aspect is that young people create new words. It is difficult to understand young languages. They mix together different word or languages.

**Chill + Relax = Chillax**

New!

**Calm down and relax**

**Laughing out loud = LOL**

New!

**Many laughs**

For this reason, none respects grammar rules. This implies difficulty in understanding the message of the other. So, they also use the emojis. But each person uses them in different way. It depends of the perspective of each person.



- 1) I am a boss
- 2) I wear sun glasses



- 1) Embarrassed
- 2) Shy person
- 3) Kind smile



- 1) I am joking
- 2) Funny face

Old web's traditional distinction is that it mainly had read-only content, websites and portals, and content belonging to authors. In the case of WEB 2.0-social media we have a large number of users, read-write content, and the ease to create and share it.

"Social media is about conversations, community, connecting with the audience, and building relationships. It is not just a broadcast channel or a sales and marketing tool. Social media not only allows you to hear what people say about you, but enables you to respond." © TUFTS / Social Media Overview

It is very easy and quick to create quality content in WEB 2.0 and make it easily searchable. There are more and more services in the cloud as well as non-traditional channels and web-based applications to access and create content.

Take RSS for example, a web feed that allows people to access updates to websites in a standardized, computer-readable format. These feeds allow people to monitor of many different websites in a single news aggregator.

Owing to the development of Semantic search, users can find very precise information. There is also an increase in searches that are made through images or speech. Nevertheless, the use of social media poses a question of privacy to its users.

Virtual Reality and Augmented reality provide users entirely new, interactive experiences and in-depth communication. Example: augmented reality app Snow. The "Internet of Things" is the interconnection of various devices with the Internet embedded in them. It enables them to send and receive data while offering people an opportunity to be more efficient, save time, money, and accelerate their communication. Indeed, social media shaped

millennial culture through new rituals, symbols, gifs, sound bites, chats, brief moments, and transitory flashes of content. Increasingly, social media encompasses augmentative and alternative communication (AAC). These are devices, systems, strategies, and tools that replace or support natural speech. These tools support people who have difficulties communicating through speech.

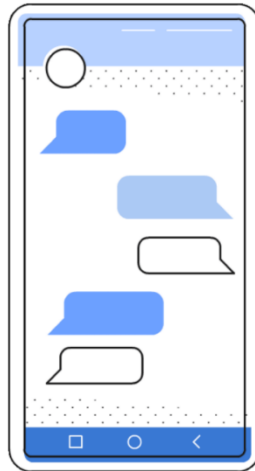


Content customization goes far beyond simple picture editing and captioning. Outlets like Snapchat have provided users with the ability and drive to add stickers, drawings, and (most notably) filters. As phones became more capable, changing the overall image of oneself has become second nature before posting. Twitter introduced the hashtag to help users filter trending topics. Users have been able to go through the “What’s Happening” field of their homepage to gain insight into global events and national news.

Even Facebook, a personal profile origin media, has become increasingly more journalistic by highlighting trending topics. It was taken a step further when trending news was given its own section in the Facebook mobile app. With the addition of Facebook Live in 2016, users quickly went from sharing private, fun, and touching moments with their friends, to becoming on-spot journalists and recording everything from police shootings to opioid abuse cases.

Live videos helped build serious momentum behind civil rights movements. “Ephemeral Content” has been a relatively recent trend in social media: temporary content that is only available for a short time before disappearing. Snapchat, Instagram, and Facebook stories are the most famous examples of it. It panders

to the shrunken attention of social media users and offers very short, sometimes engaging stories that become increasingly popular. Chatbots have also grown in social media popularity, especially among businesses, as they are relatively easy to set up on social media.



The entry of AI tools, like chatbots, on various platforms continues to increase daily. An important and distinctive feature of social media are its algorithms. Undeniably, they already influence almost every aspect of our digital lives including what content we watch, read, what channels we discover, and even who we meet.

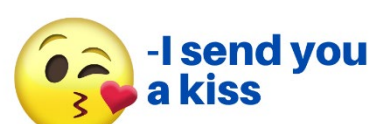
Sources: <https://www.theeducationmagazine.com/word-art/social-media-affects-communication/>

TUFTS / Social Media Overview

## Nature of social media

Social media is a computer-based technology that allows people to share their ideas, opinions, and information through virtual networks and communities. Social media is an internet-based platform that allows people to share content such as personal information, documents, films, and images quickly and electronically. Users interact with social media using web-based software or applications on a computer, tablet, or smartphone. User-generated content and personalised and customised accounts are common traits of social media.

Social media began as a way to connect with family, friends, acquaintances and colleagues but it was quickly adopted by businesses looking to reach out to customers through a popular new communication tool. The ability to connect and share information with everyone on the planet, or with many people at once, is the power of social media.



Social media can take the form of a wide range of technologically enhanced activities. Video and photo sharing, blogging, social networks, gaming, business networks, virtual worlds, reviews, and other activities are among them. People use social media tools to network for job prospects, locate people with similar interests (and build communities, clubs) all around the world, and express their thoughts, feelings, insights, and emotions. Participants in these activities form a virtual social network. Political parties and governments also use social media to reach the potential voters.

Moreover, social networking is a must-have tool for individuals and businesses alike. Companies utilize the platform to identify and communicate with customers, increase sales through advertising and promotion, monitor consumer trends, and provide customer care or support. Same is also useful for the NGO sector. The importance of social media in assisting NGO initiatives cannot be overstated. It enhances connection and allows for the integration of social interactions.

Social media allows to collect data allows it to concentrate on marketing and market research or target group research interests and needs. So, it can have commercial or purely social purpose. It aids in the promotion of services or products, campaigns by allowing targeted, timely distribution of information.

Facebook, YouTube, WhatsApp, Facebook Messenger, Instagram, WhatsApp, TikTok, and Sino Weibo are the top social media apps.

## Philosophical and theoretical approach to social media

Social media created a new world. With these online spaces we have a new way of talking to each other (communication). We consider "Facebook" as the 1st real social media. This is because it introduced in our lives a new perspective. Before Facebook there were other popular platforms. In the last decade of 1900 (90s) there were similar platforms. But they were very basic. They did not allow to communicate in real time. These platforms were not accessible to everybody. Not everybody had access to internet or a computer. Facebook was the first social media that became popular all the world. All people from all countries started to communicate online. They created their profile and shared their interests. Facebook became a phenomenon. We all have now our profile. Facebook encouraged the creation of other social media. Today we use more than one social media.

The most important idea behind social media is communication. The objective was to create a space where people can communicate. This was especially important for people who lived in different countries. With social media talking to our friends and family is easier. We can instantly send a message to somebody. This person will receive it even if they are far from us. This totally changed how we communicate. We can not only hear the other person but also see them. The cameras help us be in close

contact with the ones we love. But it allows also to work at distance.



Social media started as a new space for communication. Today the need for communication is less. We use social media for other objectives. Mainly to see what other people are doing. Social Media introduced also a new way of looking at ourselves. Today we look at ourselves more than ever. The most important characteristic of social media is the profile. The profile is the main page that gives information about us. Our name, country where we live, age, interests and photos. Photos are the element on which we put more attention. We want to make our friends think we look good, that we are interesting people. This affects the way we look at our image. Our confidence in what we are (self-esteem) can be affected. Always looking at other that can look better than us can affect our emotions. We can feel very strong emotion (feel overwhelmed). We compare ourselves to other. Often we see our imperfection bigger than they are. This is why a lot of people consider social media to be fake. Many photos today use effect that make them better (filters). There are many filters available. They can totally change how we look. Sometimes too much. Filters make us look better but it is not a permanent change. It is something we can only see in videos and photos. In

this way we can have lower self-esteem. This can reflect on our life and how we look at ourselves.



Social media were a revolution in our world. They changed our lives and today they are part of our life. Today more than 4 billion people in the world use social media. We check them every day. We get information from these platforms. we can share our opinion and much more. It is important to understand that we have to be careful using them. They are powerful instruments. But they can have positive and negative aspect. We should use them carefully and make sure to be safe.

Sources: [https://www.huffpost.com/entry/social-medias-impact-on-self-esteem\\_b\\_58ade038e4b0d818c4f0a4e4](https://www.huffpost.com/entry/social-medias-impact-on-self-esteem_b_58ade038e4b0d818c4f0a4e4)

## Types of the content

Identity, dialogues, sharing, presence, connections, reputation, and groups are the seven functional social media building components.

1. Identity: The most fundamental functional block of social media is identity. It refers to "the amount to which users reveal their identities in a social media setting," and might include information such as name, age, gender, career, location, and information that portrays persons in particular ways.

2. Conversations: In a social media setting, how do users communicate with one another? Many facilitate individual and

group dialogues. These discussions take place for a variety of reasons, including exchange, meeting like-minded people, finding love, boosting self-esteem, and breaking news on innovative ideas or hot issues.

3. Sharing: The term "social" frequently connotes a social trade, which entails sharing. We can now send and receive more stuff in less time than humanity has ever done before. What are the ramifications for the social media platforms that serve as a conduit for these connections?

4. Presence: Have you ever looked up where your pals are on Facebook or any geolocation app? The availability of which you can know where people are, online and/or physically, through status updates or check-ins is referred to as the presence block. The world's hyper-connectivity has aided this social media building block in bridging the virtual and actual worlds.

5. Relationships: The relationships section is rather simple. It denotes a relationship between two or more users, whether through communication, information exchange, meeting up, or just adding each other as a follower or friend.

6. Reputation: On social media platforms, reputation can have a variety of connotations, but at its foundation, it's a sense of identifying the status of people and yourself in a social network. Reputation is also an issue of trust and recognition.

7. Communities and sub-communities: What communities and sub-communities are available on a social media platform, and how easy are they to create? As your network grows, you'll need to categorize your subscribers, followers, acquaintances, friends and contacts into distinct groups. Twitter's lists and WhatsApp, Telegram, Facebook's public, private, and secret groups are good examples of this.

To summarise we can tell that individuals, communities, organisations' communication has all changed because of social media. People prefer to be listened to rather than lectured. This framework described above might be beneficial to a NGO's social media strategy to promote an activity or involve participants in various projects.

## Social media use around the world

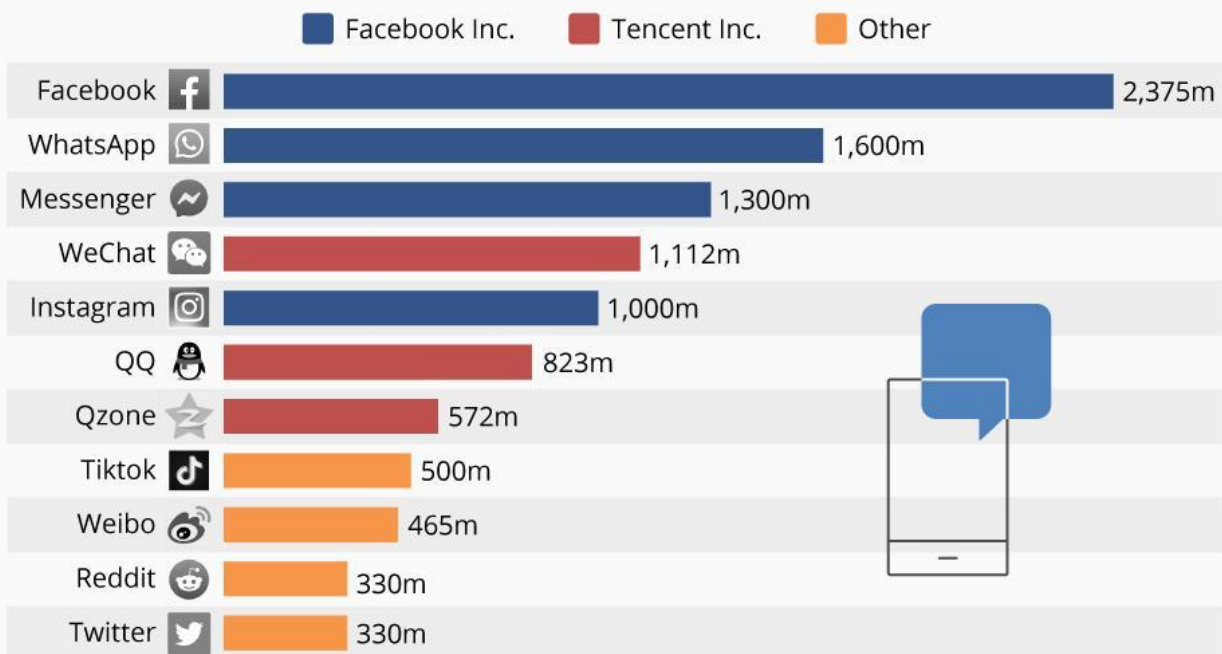
Social media are the best way of communication in all the world. We can use them to buy something. We can also use them to order food from restaurants.

The most used social media is Facebook (Fb). It is a popular free social networking website. It allows users to register and create profiles. Users are the people that are registered on a website. Users can upload photos and videos. You can also use it to share your thoughts with your friends.

Facebook allows you to send messages and keep in touch with people.

### IBT Facebook Dominates the Social Media Landscape

Monthly active users of selected social networks and messaging services\*



\* July 2019 or latest available



Source: Company data via DataReportal Q3 Global Digital Statshot



The Statistics Portal  
www.statista.com

The second most used app in the world is WhatsApp Messenger. This app allows you to send instant messages. It

allows users to send text and voice messages (vocal). It also allows you to make voice and video calls, and share images, documents, user locations, and other content.

Sources: [www.socialmedialife.it](http://www.socialmedialife.it)

<https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>

## Social movements online

Social media have a great power. On these online spaces we can meet and discuss important themes. Social media had a great impact on how we communicate. That is why these platforms, that we can access easily, are used also for social purposes. During the years many actions for change (movements) were born on social media. Each action was born differently but they made use of social media. These platforms were used to make more people catch the message (spread the message). Every important movement has a page on the different social media. In this way people can get information and news. These pages are recognised by the social media as official pages. The official pages are the ones marked with a blue symbol like this one:



This symbol makes people understand that the information on that page is official. We can understand that what the movement is saying is true. The use of this symbol distinguish the information making it seem true to readers.

In each country there are movements more popular than others. In Italy one of the most popular movements is "Friday's for Future". This is an international movement born in 2018. The objective is let people understand the effect of climate change. This movement has ramifications in all countries. In Italy the movement has thousands of subscribers on social media. All the young people who joined communicate through this social media.

They create meetings, march and bigger events. In Italy the movement is the most popular among young people. They have understood the importance of the fight against climate change. They march and protest to make governments take effective decisions. The objective is to educate everybody to act for the planet for a better future. The movement promotes the action to reduce the impact of climate change. All young people in the world are marching every Friday in the big cities. In these pacific march young people demand concrete actions. This movement allowed the creation of other smaller groups. These groups actively work with Friday's for future on a local level. They support the main movement organising workshop, march and other actions. They try to convince the smaller communities to change. They also come in contact with schools.

The action of Italian young people was very important for the world. All the world understood the importance of their actions. The movement grows with time and it encourages more and more young Italians. Social media have amplified the message. This has made the information easily accessible for everybody. Social media really contributed to the success in Italy of this movement.



**Fridays For Future Italia** ✓

@ffitalia · ★ 4,7 (47 recensioni) · Community

[Invia un messaggio subito](#)

Ciao! Facci sapere in che modo possiamo essere d'aiuto.

Sources: [https://www.ilsole24ore.com/art/l-ambientalismo-italiano-cambia-volto-ADz74LL?refresh\\_ce=1](https://www.ilsole24ore.com/art/l-ambientalismo-italiano-cambia-volto-ADz74LL?refresh_ce=1)  
<https://www.facebook.com/ffitalia/>

## Cases

The action for climate is more important than ever. Friday's For Future helped the message spread. One of the effects of the

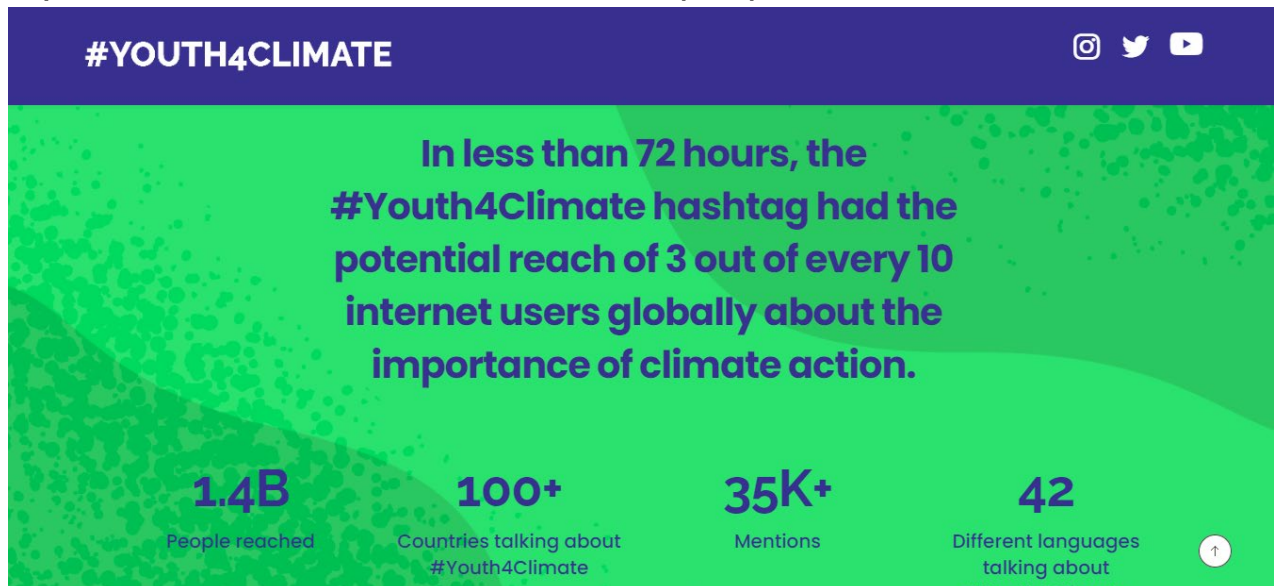
movement was to reinforce the action for climate. In the last years Italy was very active for climate. Every year the ONU organises an international meeting dedicated to climate. All countries participate to discuss what they can do together. Each year one country hosts the meeting. This event is called COP.

In 2021 we had the COP26. The number indicates how many times this conference happened. The official meeting was set at the end of October. The hosting city was Glasgow, in Scotland. The meeting is very important to decide on the actions to take together. Before the COP there is always a smaller event called pre-COP. This event is necessary to decide which are the topics to discuss in the COP. This year the pre-COP was in Milan, in Italy. This event confirms how important this topic is in the country. The importance of actions for the environment is due also to the action of young people. The Italian movement of Friday's for Future had an important role. During this event in Milan young people had a lot of importance. During this year various events took place. One of the most important events was "Youth4climate". This event was one of the most important. For the first time the ideas of young people had so much importance for the COP. The young people that participated worked together to establish the most important topics. These topics were taken by world leaders at the COP26.



This event showed the importance of young people for climate change. Their importance and action is also connected to social

media. In fact, social media was the principal way of communication in the event. In 72 hours the hashtag #youth4climate reached 1.4 billion people.



This information proves the power of social media. Movements today need social media to convince and reach people. Only in this way they can convince more and more people. To see in detail what was discussed in the event visit the website <https://youth4climate.live/>

## Creation of digital identity to reflex person's real identity

Digital Identity is a very important concept. Everyone has an identity. In real life the identity is easy to identify. Documents, like Identification card (ID) report the basic information on us. This information tells the world who we are. They are essential to do many things. The digital identity is very similar to the real one. It is based on all the information about us on the internet. It includes: personal information, images, hobbies, preferences, and more. It identifies who we are online. The data we put online is part of our identity. All this information have to reflect who we are, our real characteristics.

The digital identity can have effects on the real identity. We have to be responsible in using social media. What we like, the

comments we post are part of who we are online. We have to carefully consider the information we put online. All the sensitive information should not be online. Information about our health, our money, our beliefs should be avoided. This information can be used by criminals online. These people can take our information and create a "fake identity". This identity is used for online crimes or to steal from us. And this can have effect on our real life.

We have to use our digital identity respecting the rules. Communication on internet has specific rules to avoid negative behaviour. These rules are known as "netiquette". To use correctly our digital identity, we do not have to:

- Create profiles with fake information (fake profile)
- Use our profile to comment or create inappropriate content
- Tag people without their consent
- Write comments or content that is fake or offensive.

Our digital identity is as important as our real identity. Like in real life we have to protect it. To protect it we have to pay attention to different things. First, we have to be careful on how we use social media. Social media are a great way to exchange information. We can share our interests, what we do, where we go. This information tells the world a lot about us. We have to be careful on what information we share. For example, when we get our driving license a lot of people share the news on social media. Often, we share a photo of our document. This action can be dangerous. On our driving license there are sensitive information. This information can be used against us. People who use the internet for illegal actions (hackers) can use this information to create a fake profile. We do not know but they can use this profile for illegal actions. This can be dangerous online and in real life. So, we have to be careful and think of the information we upload. To protect our digital identity, we can do other things. One of the most important is to create secure passwords. To enter social media and other website we to give them information about us. To access the information, we gave and use the online space (account) we need our key. This key is composed of 2 elements: username and password. The username is the name we chose to

use on that space, usually it corresponds to our email. The password is a secret word only we know. With these 2 elements we can access the online space. To be sure that nobody accesses the information we gave we have to create a secure password. To create a secure password, we can follow some rules.

- Use more than 11 characters.
- Do not use your name or surname
- Use special characters. Special characters are special elements we use to write like lines (- or \_), asterisk (\*), question marks (? Or !).
- Use at least 1 number
- Mix big size letters (capital letters like L) and normal size letters.

Be creative with the password. Combine letters, numbers and special characters. The password is an information only we have to know. It is not an information to share with people. We can share the password only with few people we know and trust completely. The password has to be changed frequently. In this way it is difficult for people with bad intentions to access our information.



Today our smartphones have a double password. To enter social media we can write our password and use another protection system. It can be our fingerprint or our face. Many smartphones today scan our fingerprint or our face to make sure the accounts are protected. If we access our information from a computer we have to exit our account at the end. This is important even on our computer. In this way you make sure that nobody using the computer after you can access your information.

To know more about digital identity, watch this video.

<https://www.youtube.com/watch?v=OGV50Ba938I>

<https://www.allstate.com/tr/identity-protection/how-to-protect-your-digital-identity.aspx>

## Using digital resources

### Using digital tools to spread a message

Social media apps are today seen as places where political campaigns are carried out, authoritarian regimes are deposed, global protests and innovation culture are organised, and political, social, and cultural issues are discussed.

The property of being a location where residents come together and debate about matters that are considered public, even if in a virtual world.

Hence, social media is truly a space where public issues are debated, common ideas are formed, and transparency reigns supreme, in the Arendtian sense.

Arendt establishes a key contrast between the private and public spheres in her work "The Human Condition."

In this context we can ask the following questions:

What does Arendt's primary divide between public and private realms look like in today's world?

Is it still conceivable to speak about a public sphere in this day and age?

Is it possible to classify social media as a public sphere? Or is social media both a world of freedom and a sphere of politics?

Is it possible to discuss public matters on social media?

Is social media of a non-hierarchical character, allowing for everyone's free involvement, diversity, and plurality?

The quest for alternatives becomes even more essential as we realize how little control we have over these platforms and how much influence they have on our behavior.

We can also think about the following question: What a new social internet space would look like in terms of aesthetics?

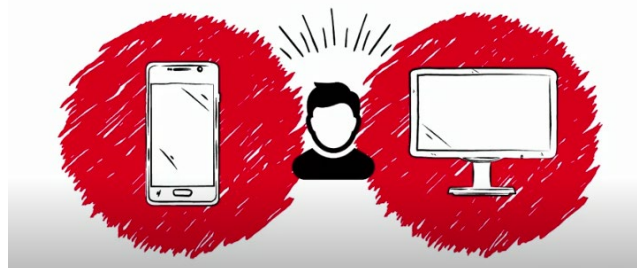
In a way, the social media platform environment brings up the prospect of combining the practical and the beautiful, leading to a radically different social internet space, based on Herbert Marcuse's concept of "new sensibility." <sup>1</sup> In this context we would recommend a book *The Aesthetic Dimension: Toward A Critique of Marxist Aesthetics*, by Herbert Marcuse.

Moreover, social media changes the way we communicate our

identity to the world through self-disclosure. Social media platforms such as Instagram promote interaction rather than disciplinary boundaries. Because of this, online personas can become false versions of their real selves and be used corruptly. In order to better understand the dynamic on social media, especially its visual part, we would recommend a book by an American sociologist Erving Goffman: *The Presentation of Self in Everyday Life*.

In his publication/research, he studies the social construction of self. Through the prism of symbolic interaction the author conceives the world as a stage where all people are merely the players. By using his concepts, we can better understand how social media is a nourishing ground for the various identities and roles people adopt to present themselves online.

The Internet has become a new public space that is increasingly omnipresent and participative in nature. Its online sphere allows users to have multiple identities. Increasingly, people are going online to become a part of the ever-expanding social capital and to represent themselves in multiple ways, adding more value to their true selves.



Once online, many people juggle between “bonding circles and bridging circles, constantly seeking social approval in terms of how they appear online in order to expand their radius of trust, considering the fact that social media as space is free of constraints in terms of gender and ethnicity.”<sup>2</sup>

From personal profiles, online CV hosting like LinkedIn, personal blogs, Instagram photos, and status updates on Twitter, people have been able to create a new list of audiences. The internet allows people to unveil the antecedently hidden features of their identities. It gives users the possibility to tailor an emancipated version of themselves. Furthermore, online users not only create new identities on social networks but also lose identities. In the last decade, there are more and more private and interest-driven communities on social media. Consequently, as people spend

more time on social media, we are seeing new behaviors emerge.  
Sources: Critical Theory and Social Media: Alternatives and the New Critical Theory and Social Media: Alternatives and the New Sensibility, Philippe E. Becker Marcano, University of Pennsylvania, 2018

The Aesthetic Dimension: Toward A Critique of Marxist Aesthetics, by Herbert Marcuse, ↑ Beacon Press, 1979

MEDIUM Putting the best digital self forward in the age of Social Media, on [www.medium.com](http://www.medium.com)

## Fiches

What is social media?

<https://www.youtube.com/watch?v=jQ8J3IHhn8A>

How the media shapes the way we view the world

<https://www.youtube.com/watch?v=kVAztNx0rHQ>

Personal information sharing on social media

<https://www.youtube.com/watch?v=o2UM3EsXWbM>



## Best practices and cases

Social media best practices for schools

<https://socialschool4edu.com/social-media-best-practices-for-schools/>

Top Social Media Best Practices for Private Schools

<https://www.gradelink.com/blog/social-media-for-private-schools/>

Best practices for schools on social media

<https://www.ambleglow.co.uk/best-practices-for-schools-on-social-media/>

Social media best practices for schools

<https://vujadaydigital.com/social-media-best-practices-for-schools-a-complete-guide/>

10 social media marketing best practices for schools

<https://www.edsocialmedia.com/2017/07/10-social-media-marketing-best-practices-schools/>

Create a community app for your students

[https://www.disciplemedia.com/landing-page/community-app-for-schools/?utm\\_source=paid&utm\\_medium=googleads&utm\\_campaign=institutions&utm\\_term=schools&ad\\_group=123751170139&match\\_type=b&device=c&keyword=platform%20for%20schools&utm\\_source=adwords&utm\\_term=platform%20for%20schools&utm\\_campaign=13509220935&utm\\_medium=CPC&hsa\\_src=g&hsa\\_ad=527630858855&hsa\\_mt=b&hsa\\_tgt=kwd-904500534363&hsa\\_kw=platform%20](https://www.disciplemedia.com/landing-page/community-app-for-schools/?utm_source=paid&utm_medium=googleads&utm_campaign=institutions&utm_term=schools&ad_group=123751170139&match_type=b&device=c&keyword=platform%20for%20schools&utm_source=adwords&utm_term=platform%20for%20schools&utm_campaign=13509220935&utm_medium=CPC&hsa_src=g&hsa_ad=527630858855&hsa_mt=b&hsa_tgt=kwd-904500534363&hsa_kw=platform%20)

## Testimonials from leaders and inspirational experts

It is interesting to analyze people's relationship with social media through the lens of Jean Baudrillard, and specifically, his book *Simulation and Simulacra*. Baudrillard believed that nothing in our society is "real." What we see as real is merely a "simulacrum," or an expression of something that no longer exists. Our reliance on symbolism causes us to exist in a simulation of reality — a hyperreality.

His hypothesis was that this hyper realistic state causes us to lose sight of where reality ends and the hyperreality begins. This belief may provide the support for social media's ability to turn people into simulacrums themselves. People have created their own hyperreality and the individuals behind them seem to fade into a near non-existence. This is important as it has an effect on the self and how we interpret our identities. It also affects the way we interpret the identities of others who we interact with on these platforms while creating a hyperreality where the lines of our online identity and our offline identity are so blurred that it's

impossible to tell the difference. Using Instagram as an example, the feedback loop of posting and interpreting those posts leads to the hyperreality described by Baudrillard. It becomes difficult to discern what is real about someone and what is not and can even cause an individual to call themselves into question — especially when trying to understand what others may think of them based on what they post.

The virtual reality experience has the ability to assist us in grappling with what the social internet space might look like. It would allow us to create settings from our imaginations without having to rely on the control of constant self-presentation on Facebook, and without having to stay inside the confines of the boxes of postings amid a sea of news, movies, games, events, images, and so on.

