

The 5 Social Media Personalities

Script

Images / CC License and Media Instructions

<p>Hi I'm Katie with the Digital Tattoo project, where we discuss online presence and digital citizenship and how they affect your digital identity.</p> <p>Today we will be looking at the the different kinds of personalities you meet across different social media platforms.</p>	
<p>Think about a time when you first met someone whom you later friended on Facebook. Your first impressions of this person would be based on a wide variety of things, such as speech, hand movements, facial expressions, swag dance moves, etcetera etcetera...</p>	<ul style="list-style-type: none"> - Speech - hand movements <p>http://www.arttrav.com/day-trips/italian-hand-gestures/</p> <ul style="list-style-type: none"> - facial expressions - swag dance moves (napoleon dynamite, stick man drawing?) - napoleon <p>http://www.youtube.com/watch?v=BiAwpYIkRmU</p>
<p>Now remember back to when you added that person on Facebook and took a good look at his or her profile.</p> <p>For some people, nothing too much is out of the ordinary. But for others, things could take a surprising turn like</p> <p>“Wow, really? I didn't think she was like that”</p> <p>Especially when what they see is THIS:</p>	<p>Suspense music clip</p> <p>http://soundbible.com/2046-Incoming-Suspense.html</p> <p>PDA Couple:</p> <p>http://i.qkme.me/3pzv6d.jpg</p> <p>and</p> <p>http://www.plainjanesrevenge.com/wp-content/uploads/2010/05/get-a-room1.jpg</p> <p>PDA couple profile picture (if possible):</p> <p>No profile pictures.. but</p> <p>http://venturebeat.files.wordpress.com/2012/03/zoosk-profile-screen-shot.jpg</p>

	<p>and http://data.whicdn.com/images/18263573/Cute+couple+Profile+Pictures.www.Spotd esi.com+%25252823%252529_large.jpg</p> <p>and http://www.buzzfeed.com/mattbellassai/23-reasons-why-facebook-couples-are-the-worst-6z51</p> <p>Cite Squidbomb Video on vimeo - Vaguebooking http://bearsharkaxe.com/wp-content/uploads/2012/09/attention-whoring1.png</p> <p>Selfies http://distilleryimage0.s3.amazonaws.com/e1e5e2443c3211e2af7e2200a1f8ae5_6.jpg cite Reece Massey - Duckface (http://www.rounds.com/blog/wp-content/uploads/2011/07/Duckface-douchbag.jpg) can't find "the original" use this http://www.flickr.com/photos/mhdbadi/8355281488/ or this http://www.flickr.com/photos/robandstephanielevy/558724746/</p>
<p>Admit it, without the likes of Facebook and Twitter, your impressions of certain people would be different. But before we really go into why that is, let's take a look at five prime examples of Facebook personas.</p>	
<p>1 The Sports Fan Thanks to this friend, you'll never miss a</p>	<p>Sports Fan: http://cdn.teacherreport.net/images_root/s</p>

single bit of news about the Canucks. Or the Whitecaps. Or the Yellowknife curling club. This friend will be sure to keep you in loop for live updates across multiple social media platforms. Who hasn't read something like - "omg that ref was trash #Bribe #We still won" #lightingthiscaraflame.

[ides/photos/002/770/818/sports_fan_displ
ay_image.jpeg?1353482668](http://www.mensfitness.com/leisure/sports/craziest-sports-fans)

Cite

[http://www.mensfitness.com/leisure/sports/
craziest-sports-fans](http://www.mensfitness.com/leisure/sports/craziest-sports-fans)

Yellowknife Curling Club:

[http://3.bp.blogspot.com/-AqnIU0KdpE/T1i
behVwSPI/AAAAAAAAAKLs/DQ5w1NHoiV
U/s1600/2012_can_masters_men_nwt.pn
g](http://3.bp.blogspot.com/-AqnIU0KdpE/T1i
behVwSPI/AAAAAAAAAKLs/DQ5w1NHoiV
U/s1600/2012_can_masters_men_nwt.pn
g) -

Cite

[http://www.yellowknifecurling.com/our-club
html](http://www.yellowknifecurling.com/our-club
html)

Picture of a really cute cat:

[http://www.wallpaperium.com/wp-content/uploads/
Small-cute-cat-wallpaper-6004.jpg](http://www.wallpaperium.com/wp-content/uploads/
Small-cute-cat-wallpaper-6004.jpg)

Citation:

[http://highresolutionwallpaper.org/cute-cats.ht
m](http://highresolutionwallpaper.org/cute-cats.ht
m)

Canucks Logo:

[http://www.miss604.com/wordpress/wp-co
ntent/uploads/2010/06/canucks-logo.gif](http://www.miss604.com/wordpress/wp-co
ntent/uploads/2010/06/canucks-logo.gif)

Whitecaps game:

[http://www.flickr.com/photos/mafue/49
40217116/](http://www.flickr.com/photos/mafue/49
40217116/)

Twitter Sports Logos:

[http://blog.ortegra.com/wp-content/uploads
/large-sports-twitter-icons.jpg](http://blog.ortegra.com/wp-content/uploads
/large-sports-twitter-icons.jpg)

Cite:

<http://blog.ortegra.com/2012/04/>
I think we should do a screenshot of an actual tweet made us, with different a different tweet per hashtag, and for the last

	<p>hashtag we will have a picture of an actual flaming car during a riot</p>
<p>2. The Animal Lover This friend loves animals. Every other update from them is either a pic of their cat or a youtube video of a minipig coming down the stairs. Of course anyone with a soul like animals, but this friend could lay off the constant updates. You don't want to be known as the Sarah McLachlan of Facebook.</p>	<p>Cat Lovers: http://www.flickr.com/photos/kharied/4193079130/ http://cdn.thedailybeast.com/content/dailybeast/articles/2013/01/04/kansas-s-new-cat-law-and-the-craziest-crazy-cat-lady-stories/_jcr_content/body/inlineimage.img.503.jpg/1357292692965.cached.jpg</p> <p>Puppy Can't Roll Over: http://www.youtube.com/watch?v=X0-Sv6YnxEc</p> <p>Sarah Mclachlan: Animal Cruelty Commercial @ 0:53 seconds http://www.youtube.com/watch?v=9gspElvYvc</p> <p>Gif/Miniclip of pig coming down stairs: http://cheezburger.com/6296091392</p> <p>Gasping Cat: http://cheezburger.com/7075049984</p> <p>Cute Dog Gif: http://cheezburger.com/7074401536</p>
<p>3. The Partier This next friend is a weekend connoisseur and "YOLO" is his mantra. Rave, bar night, sold-out concert, birthday party, and even Paul's bar mitzvah - you name it, your party</p>	<p>Drinking Beer: http://www.flickr.com/photos/lokon/3109577695/ (why do people post these CC on flicker?! It's too easy!)</p>

friend was there. How do we know? Well, the 4am status updates, excessive 'rock-on' photos, and series of sloppy late night tweets are just a taste of what the Partier is capable of.

Rebecca Black (Friday Song):

<http://cdn.memegenerator.net/instances/400x/20853894.jpg>

<http://www.tumblr.com/tagged/rebecca%20black%20friday>

Credits: denia--l (tumblr)

YOLO pic:

Old School (Movie):

http://24.media.tumblr.com/tumblr_m76gm9Vgif1r3i97ro1_1280.jpg

Expensive

Drunk Douche:

http://i.dailymail.co.uk/i/pix/2012/08/17/article-2189286-149375ED000005DC-254_634x658.jpg

Source

<http://www.dailymail.co.uk/news/article-2189286/Rich-kids-Instagram-again.html>

Source

<http://www.tumblr.com/tagged/frank%20the%20tank>

Awkward 'Rock-on' photo:

<http://www.flickr.com/photos/10116183@N03/2477294536/>

Expensive Drunks:

http://i.huffpost.com/gadgets/slideshows/239372/slide_239372_1240739_free.jpg

Source

http://www.huffingtonpost.ca/2012/07/18/rich-kids-of-instagram-tumblr_n_1683030.html#slide=1240742

	<p>Drunk Tweet: https://twitter.com/LOHANTHONY/status/285971686875099137</p> <p>*Find one more? *Fake facebook- 4am status update</p>
<p>4. The Activist</p> <p>Then we have your loud and proud social media activists. Whether they're promoting Kony 2012, blasting politicians or pushing their vegan lifestyle on the masses, these folks love to share their cause in the name of free speech and humanity. Protesting on the streets? Only if theres Wifi!</p>	<p>Pushy Facebook ECard: http://static.someecards.com/someecards/usercards/MjAxMi1hMzA0NDliMjdjYzEyZjY1.png Source - www.someecards.com</p> <p>Misc: http://www.flickr.com/photos/occupyreno/6853290925/</p> <p>Vegan Protest: http://dishbydish.net/2012/10/24/vegan-diet-de-coding-this-growing-food-trend/ cite the blog</p> <p>Kony 2012 Meme: http://memegenerator.net/instance/16214669</p> <p>Kony 2012 Poster: http://fc00.deviantart.net/fs71/f/2012/066/d/1/kony_2012_wallpapers_by_angelmaker666-d4s2s90.jpg</p> <p>Vote for Obama: http://upload.wikimedia.org/wikipedia/en/thumb/5/55/Barack_Obama_Hope_poster.jpg/220px-Barack_Obama_Hope_poster.jpg</p>

	<p>http://images.sodahead.com/polls/001088155/barack_obama_yes_we_can_answer_1_xlarge.jpeg</p> <p>Armchair Activist: http://www.personadesign.ie/assets/upload_files/files/21250/original/armchair-activist.jpg?1345845581</p> <p>Facebook Activist: http://briankrogstad.blogspot.ca/2013/01/social-media-activism-facebook-twitter.html</p> <p>Credits: Brian Krogstad</p>
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<p>5. 007</p> <p>This friend is severely incognito, sporting a profile picture from 2008 that doesn't even have his face on it, or any kind of face for that matter. The only posts you'll find on this person's wall are year-old 'happy birthdays</p> <p>This person's Facebook is a vault of vague mysteries, and legend has it that if you stare at the cover photo long enough, you'll catch a glimpse of a leprechaun sitting on his pot of gold.</p> <p>*click click* What, where'd it go? Oh right, this friend probably doesn't even <i>have</i> a cover photo.</p>	<p>http://stellarforces.blogspot.ca/2011/01/stellar-forces-undercover-agents.html</p> <p>Facebook Person: http://www.theblaze.com/wp-content/uploads/2011/10/Facebook-no-profile-picture-icon-620x389.jpg</p> <p>No Face: http://1.bp.blogspot.com/-9dt1sR93unQ/TQ2Rp4bQT0I/AAAAAAAAACDs/onKXx4xRdDI/s1600/faraway.jpeg</p> <p>Disappearing Man: http://kevin.lexblog.com/uploads/image/disappear%20from%20search%20engines.jpg</p>
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	<p>*Fade in at “Legend has it...”</p> <p>Show screenshot of a facebook profile with these criteria:</p> <ul style="list-style-type: none"> - Profile picture has to be obscure and of some kind of random...object - Cover photo has to be the same, maybe some really plain scenery photo - Year-old happy birthdays (I will censor the names and the date and what not, so we can just see the comments) - Limited personal information - one or two likes of something random, maybe like “hot dogs” - hidden activity feed <p>Leprechaun:</p> <p>http://lasthopeanimalrescue.org/wp-content/uploads/2012/01/leprechaun-gold-1-clipart.gif</p>
<p>The list goes on and on. Philosopher, the lurker/creeper, self-photographer, person who thinks Facebook is Twitter, jokester, humble bragger, #foodporn, etcetera, etcetera</p>	<p>-Statuses OR photos for each one depending on the type, will flash onto different parts of the screen.</p> <p>Philosopher:</p> <p>Self-photographer:http://blog.boombotix.com/wp-content/uploads/2012/12/Duckface.jpg</p> <p>Hashtag Crazy:</p> <p>http://kthadani.com/wp-content/uploads/2012/09/hashtag.jpg</p> <p>and</p> <p>http://www.thisblogrules.com/wp-content/uploads/2011/07/Hashtag-Overuse.jpg</p>

	<p>Make status with ridiculous amount of hashtags</p>
<p>Nobody’s personality can be summed up into a one word adjective, but the world of social media relies heavily on surface impressions. That is why as users of social media, we must be aware of the things that we put up on our profiles.</p> <p>A balance between the different kinds of information and media you post, and how often you post them, is important in maintaining a good digital identity, as that in turn goes to show that, despite your abnormal fascination for grumpy cat, you too are involved in other diverse interests and activities. You know, like a real human being.</p> <p>But of course Ideally, the best profile would be one that reflects who you really are as a person. So I guess if you really were that into grumpy cat, well...it’s all up to you.</p>	<p>- (Paul) can try to create a graphic to reflect the “balance between the kinds of information and media you post”</p> <p>Grumpy cat picture: http://img.gawkerassets.com/img/18782id14w21fjpg/original.jpg</p>
<p>What personas can you identify among your friends online? Do you think these personas accurately describe their complete “real life” personality? Probably not. Now imagine how your friends see you? How would they judge your profile? Let us know by posting your comments below.</p>	
<p>Be sure to check out our ____ (blog posts?) Thanks for watching!</p>	

IMAGES / MEDIA:

<http://mashable.com/2012/08/14/facebook-annoying/>

<http://memegenerator.net/instance/16214669>