

THE INFLUENCE OF PEER GROUP, MEDIA, TECHNOLOGY AND GLOBALIZATION ON IDENTITY FORMATION

INFLUENCE OF PEER GROUP

- Peer pressure is a forcible action
- Peer influence is a persuading/influencing action. You might hear the term 'peer pressure' used a lot. But peer influence is a better way to describe how teenagers' behavior is shaped by wanting to feel they belong to a group of friends or peers. They are not pressurized, they are gradually influenced by seeing their friends being in a group they wish to belong to and let what they do grow on them.

So what is Peer Influence?

- ❖ Peer influence is when you choose to do something you wouldn't otherwise do, because you want to feel accepted and valued by your friends. It isn't just or always about doing something against your will, but also against your belief, against your standard, against your values just because you want to belong.
- ❖ Peer Influence Can Be Positive Or Negative Positive Peer Influence Negative Peer Influence

Levels of Peer Influence

We have three levels of peer influence:

- The first is in the LARGE GROUP
 - The second is CLOSE RELATIONSHIP
 - Finally, SOCIAL MEDIA INFLUENCE
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- ❖ Influence in the Large Group For most teens, a school, a youth group, or home-school group are examples. This is the setting that gets the most attention. The large group exerts a general influence on its members. It directs the trends in clothing, music,

entertainment. It is not usually a spoken or written guideline; it's just what "everyone" is doing

- ❖ Influence in our close relationship This is with one or several best friends. This is the setting that is sometimes overlooked and this is the most important. The influence which takes place among close friends is not so easy to escape. You can't fake it with them; they know what you stand for, what you really believe. The nature of close friendship is that you care more about them and their opinions than those of anybody else. What your best friend approves of or disapproves of exerts great on you. This influence is personal and forceful.
- ❖ Social Media Influence Social media shows you an edited version of reality. Social media influences your sense of self movement. Nowadays, there's a certain social image one needs to maintain. The rise of social media has allowed peer pressure to take a more consistent and, in some ways, prominent role in teenagers lives.

Overcoming peer influence During adolescence

- ❖ peers play a large part in a young person's life and typically replace family as the centre of a teen's social and leisure activities. Teenagers have various peer relationships, and they interact with many peer groups. everyone has the desire to fit into a group. If you're interested in music, you spend time with others who enjoy music. You belong to that group and feel secure when you are part of it. The group identifies who you are and what you're about. But it is possible to overcome negative peer influence. I have five steps in overcoming peer influence and I classified them into (5) Take charges.
1. DEVELOP GOOD SELF-ESTEEM.. Know who you are and accept who you are. Take Charge of YOURSELF: We have to have a great self-esteem. We have to believe in ourselves and whatever we believe in. Don't let anyone tell us otherwise. We have to know that only US have the right to affect our lives. We have to be able to stick with our decisions no matter how hard. We should not be swayed by our friends.

2. **STAY STRONG AND BELIEVE IN YOURSELF.** You've Got All it takes.
3. **SATISFACTION** Take Charge of your **ASPIRATION/CONTENTMENT** One of the reasons why teenagers are influenced is because they are not satisfied with what they have. They see their friends and school mates with something and want it and sometimes get influenced and go out of their way to get it. True happiness is to enjoy the present, without anxious dependence upon the future, not to amuse ourselves with either hopes or fears but to remain satisfied with what we have, which is sufficient. The greatest blessings of mankind are within us and within our reach. A wise man is content with his lot, whatever it may be, without wishing for what he has not. "You say, 'If I had a little more, I should be very satisfied.' You make mistake. If you are not content with what you have, you would not be satisfied if it were doubled." "He, who is not satisfied with a little, is satisfied with nothing."
4. **CHOOSE YOUR FRIENDS WISELY** Take Charge of your **RELATIONSHIPS** Like we said earlier, it is difficult to break from the influence of our friends because we want to make them happy and remain their friends. So instead of us going through the struggle of breaking the influence of our friends later on, why don't we start from choosing the right friends from the onset? Our friends determine a lot in our lives, I mean every aspect of our lives. From Spiritual to educational and all other aspects. Let's start choosing the right friends from the beginning, the friends that will improve us, friends that will influence us positively.
5. **FINALLY, TRUST IN GOD** Take Charge of your Faith Our most important responsibility is to believe God, trust Him, base your convictions upon His Word, and obey Him with your entire heart. For many children, peer pressure is an important test of faith; when they are encouraged by friends to do something contrary to God's Word, they need to remember the words of 1 Corinthians 10:31, which tells us to "do all to the glory of God." It is God's Spirit who gives you the strength to say no to friends and yes to God. As Proverbs 29:25 tells us, "The fear of man brings a snare, but he who trusts in the Lord will be exalted." Pro 1:7

INFLUENCE OF Media:

Ethnicity

- understanding ethnic identity is complicated because the uniqueness that distinguishes each group makes it difficult to draw general conclusions.
- Race and ethnicity are not only physical attributes of people, but also ways of seeing and understanding the world.
- Media creates meaning about race and ethnicity, and plays an important role in shaping the way we understand race and ethnicity as part of our identity, our history, our social institutions, and our everyday lives.

Effects of Media to Ethnicity

- Students of different ethnicity on a survey said, they watched television primarily not just as a vehicle for entertainment but also as a learning tool and a point of entry into the wider world.

Media: Gender & Sexuality

- Media and communication are a central element of modern life, while gender and sexuality remain the core of how we think about our identities.
- Media has a direct and straightforward effect on its audience.
- There is growing concern about young people's exposure to sexual content through television and other electronic media and about its potential effects on their sexual attitudes, beliefs, and behaviours

Adolescents exposed to Media

□ sexual content in the media can affect any age group and adolescents may be particularly vulnerable.

□ Adolescents exposed to sexual content in the media during a developmental period when gender roles, sexual attitudes, and sexual behaviours are being shaped may be particularly at risk because the cognitive skills that allow them to critically analyze messages from the media and to make decisions based on possible future outcomes are not fully developed.

Supervision is necessary

□ The importance of supervision and guidance in the media choices of adolescents and their volume of use should be emphasized to parents and concerned adults.

Absence of Supervision

□ When supervision is not possible, parents and guardians should be encouraged to take advantage of the television V chip and screening software for computers to reduce inappropriate access.

New Media: Disability

□ Disability and New Media sets out its readings of disability within the domain of cultural and media studies that explores the significance and potential of the social construction of accessibility.

Usage of Media: Disability

- Technology has the potential to assist this group to access text-based information.
- EXAMPLE: Social networking and online blogs have allowed this group to become more connected in public debate and interact socially with others in the community through Braille tablets and audio books

18. Universal Design □ It seeks to accommodate the broadest potential numbers of users. □ Conventional technology seeks to enable use by people with disability while also benefitting the population at large.
 FEATURES: □ equitable □ flexible □ intuitive □ relates to perceptible information
 CHELDY SYGACO ELUMBA-PABLEO,MPA;LIB

Impact of technology on people's identity

Advantages of technology

- It globalizes our view of ourselves, overcoming fundamentalism of religion or ideology.
- The popular culture tell us what to believe in ourselves rather than rather than what is best for us --> doesn't encourage use to recognize who we are.
- People's communication become more electronically.
- Prevent people from expressing their self identity, they just trying to conform their identity with the social views.
- Communication:

+ In the past, it's hard for people who live different countries or cities to communicate. Now, we can communicate by phones, video calls, chatting...

+ Update information

- Entertainment:

+ Games, movies, comics, musics...

- Education:

+ Finding information

+ Improving way of teaching

+ Reducing the uninvolved of students: educational games...

- Agriculture:

+Improving productivity

- Saving time

How does technology impact our identity?

What is technology?

- Technology began forming when human know how to convert natural resources into simple tools.

- It's one of the biggest invention that changes the world.

- Technology is the making, knowledge of tools, machines, systems...

- For example:

Car, Cell phone, Calculation, Computer, Sewing machine, Lights

Influence of GLOBALIZATION

- ❖ Globalization refers to the trend toward countries joining together economically, through education, society and politics, and viewing themselves not only through their national identity but also as part of the world as a whole.

Types of Globalization

1. Economic Countries that trade with many others and have few trade barriers are economically globalised.
2. Social A measure of how easily information and ideas pass between people in their own country and between different countries (includes access to internet and social media networks).
3. Political The amount of political co-operation there is between countries.

Causes of Globalization:

1. Improved Communications □ The development of communication technologies such as internet, email and mobile phones have been vital to the growth of globalisation because they help MNCs to operate throughout the world. □ The development of satellite TV channels such

as BBC and CNN have also provided worldwide marketing avenues for the concept and products of globalisation.

2. Improved Transport □ The development of refrigerated and container transport, bulk shipping and improved air transport has allowed the easy mass movement of goods throughout the world. This assists globalisation.

The Effects of Globalization:

1. Changed Food Supply □ Food supply is no longer tied to the seasons. We can buy food anywhere in the world at any time of the year.

2. Division of Labour □ Because MNCs search for the cheapest locations to manufacture and assemble components, production processes may be moved from developed to developing countries where costs are lower.

3. Less Job Security □ In the global economy jobs are becoming more temporary and insecure. □ A survey of American workers showed that people now hold 7 to 10 jobs over their working life.

4. Damage to the Environment □ More trade means more transport which uses more fossil fuels and causes pollution. □ Climate change is a serious threat to our future.

5. Cultural Impact □ Websites such as YouTube connect people across the planet. As the world becomes more unified, diverse cultures are being ignored. MNCs can create a monoculture as they remove local competition and thereby force local firms to close. Replacing

6. Increase in anti-Globalisation Protests □ There is a growing awareness of the negative impacts of globalisation. People have begun to realise that globalisation can be challenged by communities supporting each other in business and society and through public protest and political lobbying.

Advantages of globalization

- Increased free trade between nations
- Increased liquidity of capital allowing investors in developed nations to invest in developing nations
- Corporations have greater flexibility to operate across borders
- Global mass media ties the world together
- Increased flow of communications allows vital information to be shared between individuals and corporations around the world
 - Greater ease and speed of transportation for goods and people
- Reduction of likelihood of war between developed nations
- Increases in environmental protection in developed nations.

Disadvantages of globalization

- Increased flow of skilled and non-skilled jobs from developed to developing nations as corporations seek out the cheapest labor
 - Increased likelihood of economic disruptions in one nation effecting all nations
 - Corporate influence of nation-states far exceeds that of civil society organizations and average individuals
- Threat that control of world media by a handful of corporations will limit cultural expression
- Greater chance of reactions for globalization being violent in an attempt to preserve cultural heritage
- Greater risk of diseases being transported unintentionally between nations

THANK YOU