

Reconstruction of identities in the evolution of social relations

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ABSTRACT

Societies and community values play an important role in establishing the identities of people living in society at all times and everywhere. Therefore, the differences in society are determined first. People in traditional societies are living with family and local cultures. As a result, any change affecting the societies in traditional countries is not accepted by the public. However, the situation is different in developing countries. In the 21st century, social media was growing in all countries as a supporting tool for the process of globalization. Technological developments have caused great changes in people's lives. Initially, the internet had been reflected as a positive support to the world, but through time it has become evident that some people and organizations started to abuse the newly found technology negatively for manipulating thoughts, lifestyles, cultures, religious beliefs and country status. Therefore, new information technologies have not been useful in everyone's life. The postmodern period started with the development of technologies. Identity concepts have also changed in the new period. One feature of the postmodern period is the sudden change and renewal of identities. Technologies and social media facilitate this identity renewal process. Nowadays, Facebook affects the identities of their users. Virtual identities differ from real identities. Fake accounts in virtual environments have become the focus of most researches. Social media, one of the important reasons for this era's identity crisis, caused big problems in legal terms. With the widespread use of social media, fake identity is used in many countries.

Keywords: Evolutions, identity, modernity, religious, society, social media, technology.

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I. INTRODUCTION

In the 21st century, the identity crisis poses problems, in some cases it can be tremendously. This research discusses changes in the social dynamics and characteristics of identities; it aims to examine the construction process of the identities in terms of gender and personal presentation of social media. In order to reveal the shift in the process of the social change, social dynamics, and construction process of fake and non-fake social identities in traditional, modern and postmodern societies are emphasized. Each different stages of social evolution process (traditional, modern, and postmodern), the concept of changing identity and construction of identity in social media in terms of gender are mentioned.

On the other hand, an increase in privacy and identity theft of the individuals are concerning. Therefore, previous studies have always examined the causes and risks of false identities. Authentication of an individual or legal entity who wishes to remotely access a company system and simple communication between friends should be authenticated by electronic communication writers or persons signing an electronic document. Hence, online identities are increasingly risky in virtual environments. Identity management is also a critical building block of information security. Thus, it contributes to the protection of confidential information by reducing the risk of unauthorized access to personal information, data breach, and identity theft.

Identity change has been defined as an important factor for societies throughout history. Because societies have concepts such as religion, culture, traditions, race, thoughts, and behaviors of people living in society. These concepts play an important role in shaping the identities of people living in a society. Based on different living perspective, there are different societies around the world. For this reason, different cultures and identities appear in traditional, developing, modern and postmodern societies.

Each community has its own set of values. Therefore, every change in a society affects the identity of people. In recent years, new technologies have led all societies to change. In fact, new information technology accelerated the globalization process. New information technology has also brought together people who use social media from different cultures and change the way they relate and communicate.

Traditional Society and Identities

According to sociologists, society consists of groups with common state, interaction, and culture. Social groups consist of two or more people who interact with each other and are identified with each other. Social relations require the establishment and maintenance of inter-group relations on a regular basis.

Geographical, distance, cultural and language barriers distinguish the societies in the country. The same society has social sharing on the basis of its cultural aspects such as people, languages, and beliefs. Culture refers to the language, values, beliefs, behaviors and material objects that makeup people's lifestyle, the most important feature of culture is the shaping of the identities of a society. Thus, identity is a decisive element of society but it is shaped by cultural values (Wurgaft 1995). Traditional societies are societies, which are in the beginning stages of the evolutionary process, agriculture is dominant, yet there is no transition to industrial society and the determinism of labor-intensive production and traditional culture is influential. The relative social position of men and women are different from each other by the classic structure of traditions. In the social hierarchy defined by traditions, male and female identities are positioned differently (Abbas, 2009).

Traditional society is a society that has evolved from the past and has a moral structure over many generations, and most people in modern society are motivated by the autonomous structure of citizen morality and are expected to adhere to their own control (Altai 2017). The human species is so creative that some of them are moving away from the norm and monopolies are being created on both coercion and taxation to maintain community governance. Traditional society is a changing society that follows the natural progression of values and moral structure, and changes to achieve harmony in the changing world (Alzahrani 2014). The members of a society grow up with the beliefs and values of that culture. In many studies, the term traditional society is often defined by placing it in a position opposed to an industrial, urbanized, capitalist "modern" society. Sometimes, it is a judicial term that refers to negative characteristics, meaning that it relies on the mythical golden age of the community in terms of family values, and imposes negative meanings in terms of backward, primitive, non-scientific, and emotionality (Dictionary of Sociology Oxford University, 1998).

Today, the concept of society differs from the understanding of people who lived centuries ago. For this reason, there is a distinct line between the traditional and modern societies in terms of social, economic and political livelihoods of the people. Nevertheless, communities that maintain the values of traditional societies and continue to implement these ideas to date still maintain their place. However, social change is an ongoing process. The transition process from the traditional to modern society is a consensus process in which the traditions and the institutional functioning of modern society coexist and intertwine. In this context, societies seem to have evolved partially or completely into modern society (Amedie 2015).

According to Giddens, it is important to understand the society in order to reveal its interest in increasing the traditional nature of society. When tradition is dominant, individual actions do not need to be analyzed and considered too much, because choices are already given by traditions and customs (Amichai 2010). All questions about how they behave in society are becoming the subjects they need to think and then decide. If post-traditional attitudes of modernity, movements or institutions are significantly influenced by traditions, society cannot be completely modern because the commitment of traditions to the past makes the past people the opposite of modern reflexivity. For this reason, Giddens (1999) suggests that societies that try to become the most prominent "modernization", to become something like a capitalist democracy, but do not take other traditions, such as gender inequalities, may fail in their attempts to become successful modern societies (Giddens 1991).

Giddens (1991) defines romantic relationships as the story of two people connected with wider social processes. These stories did not build love as equality partners, of course, women are associated with a world of femininity and maternity, which is said to be unknown to men. However, female heroes are generally independent and spiritual. The masculine world, on the other hand, was emotionally and physically severed from the home space and contained a sense of purpose in the outside world.

In traditional societies, it is seen that the identities defined by the traditions are formed in a hierarchy in a family-based manner and the traditional roles of women and men are loaded. According to patriarchal social values, it is seen that women and men are positioned higher than women, women are controlled by men and identities are separated in such a way that heterosexuality can be rebuilt. Family and lineage are important in identity development. It is a social structure in which the individual differences are not emphasized and the collective emotions and loyalties outweigh the social differences.

Social changes in traditional societies erode social identities over time. It constitutes the basis for the emergence of new and vehicle solutions. Female/male identities are increasingly similar to each other in terms of social roles. The consumption culture and the increasing level of social welfare developed the communication and interactions that people have established with themselves. As a result of the rising trend of education, occupational positions and individual differentiation may change. In regions where traditions are more effective, traditional orientations are predominant (Heath et al 2008).

Modern Society and Identities

When society is industrialized, it is considered a modern society or is defined as the people living together. Education, technology, industry, and urbanization is based on the spread. It has a complex culture that changes in time. Due to different social conditions, heterogeneous life exists. Modern society is often referred to

as the period when people no longer produce material directly from nature. Instead, it is important to produce goods to be sold in the market. It emphasizes the importance of quality of education for everyone in these societies (Dictionary of Sociology Oxford University 1998).

Identity is a massively complex issue. It can be inferred that identity construction can be seen as an ongoing project, but is also prone to displacement by consumption or materialism (as a project) which is vulnerable to the complex heterogeneity and high speed of modern life. Contemporary thought is seen as the product of a self-constructed narrative whose identity, not only as a constant but at the same time, can be reproduced and multiply in many respects, with communication that changes with internal and external relations.

Behavioral trends and intergroup competition or discrimination against intra-group solidarity in the Social Identity theory (Young2013). State that identity is a negotiation. Different social roles are learned in relationships with others and individuals are interacting every day as they are engaged in creating identity. Others seem to tend to accept that identity, as an individual project, typically entails the school completion or complexion identity process, which typically requires social validity, but psychological, social and cultural schools are both multiple and malleable. The processes in which identities are defined, whether individual or group-oriented, generally use narrative and storytelling. Historically, more dominant identity elements based on factors such as hatred, place, or land, nationality, religion, and occupation(Board, 2013).The work of indigenous peoples shows that in such groups, strong factors in the identification of land and threats to lifestyles or territorial integrity (such as climate change) of such groups should be seen as cultural injustices. Although religion and economic status play a role in this, the group world and identities are potentially much more fragmented in the modern world, but the dominant factor is consumption(Heath2008).

And Carlisle identity; not only in terms of traditions, religions, and laws but in the modern world, identity is the only choice.

The sense of self and purpose in life is no longer attributed or clearly seen in such societies, thus, their development is becoming an important task(Boon, 2009). Consumption practices provide a way to construct meaning, purpose and appropriate personal and social identities. These practices are claimed to satisfy the unique, historically unprecedented psychological needs of the consumer lifestyle, which certainly serve the modern capitalist economy, as well as through the path of life. The conditions of modernity constitute social realities rather than reflect. It shows them in ways that provide intelligence and in a way that is reasonably damaging to emotional well-being. In summary, modernity is a recipe for the identity crisis on a mass scale(Boneva2001).

In modern societies and developing societies that constitute two-thirds of the world, cultures are intertwined, traditional, modern, postmodern, and identity projects that have been introduced by cultures from the past, and produce the same, produce different syntheses and interim solutions (Castells,1996). Therefore, when analyzing identity representations in social media, societies are evaluated as ideal types with a Weberian approach; it is possible to argue that these three different social structures and identity policies are intertwined. In fact, it is seen that the identity formats where cultural formats that define the identities of women and men and their role expectations have formed an eclectic structure are the guiding factors in the behavior of individuals(Cerulo1997).

It is a phenomenon of modernity in the period when social media is used. It has created additional changes(Chen, 2014). At the same time, individualization is accepted as a feature of modernity. Modernization brings not only in structural changes but also in the relationship between social structures and social actors. When modernization reaches a certain level, due to some changes in institutional functioning, some resolutions emerge over weakening ties in social structures and individualization increases in society(Chorley,2015). The impact of structural changes forces social actors to make them freer than the existing structures. In order for successful modernization to continue, people need to save themselves from structural contraction and contribute to actively shaping the modernization process. The historical developments in personal life disrupt the experience of historical continuity and lead to individualization and result in breaking people away from traditional ties, beliefs and social relations(Garcia2014). As a result, individuals have to lose their traditional support networks and rely on their personal destinies, including many risks, opportunities, and contradictions. As a reflexive modernization solves the traditional parameters of industrial society, people become free from the social forms of society; class culture, class consciousness, gender, family, etc. they are separated by such factors (Young 2013).

In modern societies, social classes can be determined on the basis of socio-economic factors for thinkers who are affected by Marx and whether they have means of production, or from a Weberian perspective on social strata, and the status of the individual in modern society. The concept of class is impressive as a decisive factor in identity (Açıkgöz 2000).

In modern societies, people see themselves as an inseparable part of the uncontrollable world and shape their lives with their surroundings. In addition, they perceive the world as something they can control, aiming to

place themselves in the center and to exist with different biographies around them(Gergen2012). In summary, individuality means that each person's biography is deprived of the given commitment and is dependent on adapting himself to new identities. Users could not express their ideas freely when they were in the past more closed living space in decision making. The fashion industry has brought about a change in the lifestyle of societies, creating the concept of lower and upper classes among them. Fashion is important for the industrial and economic development of a number of countries, such as the UK, where the development of the textile industry started the Industrial Revolution. However, fashion plays an important role in global relations between countries(Goffman1959).

The expansion of capitalism in the 18th and 19th centuries depended on the exploitation of resources in developing countries, leaving devastating effects on indigenous populations and their environment. The free market expansion of capitalism in recent years has meant more and more profits from the cheapest labor in developing countries by textile and apparel manufacturers. In the textile industry, labor is the most exploited resource (Karacan, 2007). At the same time, the colonial is a dynamic element of exploitation. Entwistle argues that mostly women and children are employed as workers in the textile industry and that they are the least developed textile industry in relation to the types of industrial production.

Postmodern Society and Identities

Postmodernists certainly reject the social claims of classical theory. Antonio and Kellner (1994), having rejected socialism and even the welfare of the state, have made harsh criticisms of universal claims and universal liberation about the history of Marxism. Postmodern critics acknowledge that almost all modern social theory derives from science and reason from a critical enlightenment belief that the modern and social forms of social and cultural repression of legitimate political pressures lead to grand narratives post. The postmodernists argue that social theory contributes to legitimizing the centralized power and planning systems that impede the creative forces of language and desire by destroying individualization. In order to prevent these problems, postmodernists have argued that social and cultural critics should take a break with Enlightenment Rationalism, by rejecting the metaphorical assumptions about social theory and the representation of classical theory. In the post-modern era, identities change easily through social media. In addition, men and women are quite free in the change of identity by prioritizing individualization(Grabe2008).

Postmodern theorists advocate to break the connection between different views as well as adopting the post-structuralism strategy. Thus, modern theorists give up their efforts to represent reality. For example, Derrida (1976) treats the language as an independent play and objectively rejects claims about its capacity to represent extra linguistic realities. It is also believed that the focus on the meaning or center of a text is that the modern tendency holds differences and that the linguistic creativity decreases the wealth (Oxford 1992). Baudrillard goes further and thinks that social reality is a conditional play of simulation. While modern epistemology focuses on the correspondence of representations with external objects, Baudrillard claims that the signs and images take the place of the "real" contemporary age. Clearly speaking of a new postmodern era, he said: we are in a logic of simulation that has nothing to do with the logic of facts and a set of causes (Baudrillard 1983).

The multiplication of contradictory images and messages has shredded the real boundaries between signs, references, and between truth and fiction, ultimately solving the concepts of reality and meaning. The experience of the postmodern homo is composed of languages, texts, codes, and images that are not connected to the outside world. Postmodernists refer to different social theories as merely contradictory narratives or metacognitive perspectives, rather than the description of factual facts that can be evaluated in accordance with common standards and procedures used to determine valid knowledge.

II. CONCLUSION

With the rapid development and expansion of globalization, the domination and emerging results of a common culture are inevitable. At the same time, this dominance causes cultural disturbances and confusion in societies with local values, especially in traditional countries, which will arise with an identity crisis. Because new technologies support the process of globalization as a powerful tool. In the 21st century, social media has caused great changes in users' lives. As a rapidly growing social issue, cyber identity theft attracts the attention of the public, the media, and governments. Although not a new crime, with the emergence of the internet, comes to the agenda again. Social media is a powerful tool that shapes identity. The concept of identity as a social feature appears as a kind of extension of daily life. However, communication on social media creates an individual identity through fictional identity with different users, creating a false identity by discovering the right information with their own personal data in social networking platforms, or by creating information that is often used to reveal only selective information.

Virtual identity is significantly influenced by the desire to manifest itself as a way of achieving specific goals. "Ideal self"; the individual acts on the virtual environment, expresses his/her thoughts about virtual

identity, the performance in the virtual environment, the visual characteristics and qualities of virtual identities. Many online sites create a situation where individuals can send data continuously to be associated with their profiles.

In the existing scenarios of multiple identities and the password maze, end users and operators face problems related to identity theft and management of various identities. Identity management provides trust in a world where operators are increasingly blurring the boundaries between the web and the network. Thus, there is a need for a solution that can be transported in a complete and secure environment, which can carry all the information, accessible through a single mode. The relationship between trust and privacy creates many contradictions. At first glance, trust and privacy seem to require a compromise. However, as can be understood from the point of view of identity building, trust, and confidentiality point to the same end even in different attitudes. The interest in the trust is directed at establishing a communication context that consists of reliable relationships, whereby the identity of young people can be confirmed by other peers.

The interest in privacy aims to propose which personal information will be revealed and distributed in this context by linking the social expectations of privacy protection with the informative norms of contextual integrity. Although there are postmodern and modern periods in the world, developing and even traditional societies are still continuing. At the same time, the use of new technologies and social media is becoming widespread in all societies. Although, the impact and use of new technologies are not the same in all countries and societies. But problems such as fraudulent profile, identity, information, bank theft, gender fraud are common in all countries. However, by applying new rules in modern and developing countries, it is tried to prevent the problems caused by the internet. But this situation is different in traditional countries. While traditional societies are largely gathered around the ideals of collectivism, modern societies have a strong tendency towards individualism. In addition, modern technology is expected to change as it is a way of improving the livelihoods of technology and innovation. But if people in society are not ready for change, everything that comes new will affect them badly. Facebook is recognized as one of the largest and most widely used social networking sites in the world.

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