



## The Effect of Internet on Personal Identity

By Kathy Ndinda

GRIN Verlag GmbH. Paperback. Condition: New. 12 pages. Dimensions: 10.0in. x 7.0in. x 0.0in. Seminar paper from the year 2010 in the subject Sociology - Media, Art, Music, grade: B, University of Manchester, language: English, abstract: The introduction of internet based social media in the 21st century has completely revolutionized modes of communication. As opposed to the old days when people used smoke and signs to convey information, recent years have seen the introduction of various modes of communication that have transformed the way people share information. According to Thussu (2006) the world has become a global village as a result of unprecedented freedom offered by numerous social based media platforms. Furthermore, in the process of sharing information, people have the opportunity to develop social networks and establish new relationships. This essay will explore the possible effects of new internet based social media on personal identity, intimacy, individual privacy and family life. The introduction of new internet based social mediums has tremendously changed the modes of communication in the 21st century. Castells (2004) points out that the society has become increasingly networked as a result of the predominant use of the internet. The introduction of new media has bridged the gap...

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