Jonathan N. Bertrand

Triple Conscious Theory

Mental Health and Behavioral Health / Social Media

The Triple Conscious Theory explains the three personas associated with public, private and the social media persona. I will explain the three different persona's and how they're linked. A public persona is when an individual or groups of people perceive you as being a certain way. For instance if I were a public speaker, a person would probably classify me as being very outspoken, assertive and outgoing. However, this could also be a facade because a person may be very different in his or her personal life. A private persona is usually when a person only let's people in their immediate circle know what's going in their life. Usually this circle is composed of very close friends or family members.   A social media persona is how the media either builds a person up or tears a person down. It's how social media proclaims who you are as a person. Usually this persona is based on what people see or hear, and not based on facts.

This three way persona creates a disconnection with physical and cyber realms. The cyber realm refers to the online presence and interaction, while the physical realm refers to the face to face interactions in the real physical world. The **Double consciousness theory** is also a term describing the internal conflict experienced by subordinated groups in an oppressive society. It was coined by W. E. B. Du Bois with reference to African American "double consciousness," including his own, and published in the auto ethnographic work, ***The Souls of Black Folk***. Otherwise known as William Edward Burghardt DuBois who was born in Great Barrington, Massachusetts, on February 23, 1868.. ...Mr. Dubois studied racial division and was

acknowledged by some as the father of social science. Most of his works discussed how African Americans felt or were treated differently in the late 1800's. His main focus was to present how law, family, school and multi perspectives where impacted based on this metaphor of a double conscious theory. The Universal Theory, written by Dubois, caught my attention. I could relate to this theory from a personal level.

The social media perspective is controlled based on the specific factors such as race, age, social status and many other variables. It is imperative for my organization and I to research the effects of Social Media because we believe there is a great deal of damage being caused due to it's misuse.

Throughout history, the human race has tried to comprehend reality. Unfortunately, reality for some may not necessary be reality to another. We all have ideals, assumptions and come to our own conclusions in regards to what we perceive as being real. Social media website's make it very easy to correspond with family, friends, peers and in some cases, perfect strangers. Since we are in a technological era, it is much more convenient to contact people through the internet. We are slowly disconnecting from physical interaction quite simply because it's easier. I have created a term to describe this dependency, it's called the Social Media Dependency Disorder – SMDD.

SMDD is the Dependency to use Social Media related technology. The addiction or dependency is when a person has this undying need to monitor their popularity or their perceived social status by frequently checking, posting and responding to their social media outlets. Here are a few statistics for you and they are credible.

* Portable Devices (such as phones or laptops) are used as little as 6 hours per week and up to 38 hours a week.   *66%+ of marketers see lead generation benefits with social media. They are not just assumptions or theories, they have been measured.

*Triple Conscious Theory (TCT) is a theory that not only connects the 21 century state of mind, but it shows how giving the masses a sense of false identity eventually replaces their self-identity. The Social Media Persona as I call it, was coined in the year 2010. It basically depicts or describes a daily life exchange between the cyber realm and physical realm. It's important for a person to be able to identify what realm you operate in and understand that social media interaction is different from physical face to face interaction. This goes into effect when a phrase "The Social Networking Effect" becomes this impact.

It's beyond just social media and its every day usage, it targets the user on a personal level and leaves the user clueless. This feeling of exclusion cause's a mental disconnect between physical and mental reality due to missed emotions. A good example of this is the watering down of "emoji's" to replace words and missing the human connect. "The like button, simple as it was, tapped into a bottomless font of social feedback. Julian Morgan's "Your Addiction to Social Media Is No Accident," explains Adam Alter, author of Irresistible: "The Rise of Addictive Technology and the Business of Keeping Us Hooked."

The most important persona's we describe here are PUBLIC vs. PRIVATE. Nobody on earth can control the Social Media persona. The media will take "bit's and pieces" of your life to either make you appear to be a Saint or Satan.....It's just impossible to fight the media. The key is to keep moving forward and to try to ignore the negativity once presented to you.

Usually people post events on their "timelines" exciting/happy events. You have to remember, social media websites are playgrounds for the imagination to run wild. It's almost euphoric to some because popularity is usually based on how exciting someone perceives you to be.

These three persona's share one common element. This element is the power to mentally altering someone's way of thinking. Everyone has the need or desire to be liked or seeks some sort of acceptance. When people leave commentary on someone's "wall" or news feed, the more they feel a sense of acceptance. Of course the opposite reaction is a sense of rejection. When people overlook others, certain "triggers" appear. It is a fact that there are negative and positive triggers. Marcia Reynolds, Psy.D. wrote an article on July 8th, 2015 in regards to the main emotional triggers people experience. This article was written for a website called," Psychology Today."

In my opinion, Marcia Reynolds is a genius and understands the importance of being able to shift your paradigm when a person feels emotionally distraught. Most Mental and Behavioral Health professionals would agree with her theory. According to Mrs. Reynolds, the steps are as follows:

> *Relax* – breathe and release the tension in your body.
>
> *Detach* – clear your mind of all thoughts.
>
> *Center* – drop your awareness to the center of your body just below your navel.
>
> *Focus* – choose one keyword that represents how you want to feel in this moment. Breathe in the word and allow yourself to feel the shift.

Unfortunately, the minds of our youth have difficulties with being able to shift their way of thinking. Please understand that the internet is a valuable resource for businesses to prosper, for people

to interact with their loved ones, especially those in our armed services (military) and many other positives. However, there are also many negatives. The negative emotional triggers are often

depression, anxiety, rejection, cyber-bullying and despair to name a few. Here are some alarming

FACTS:

Bullying Suicide: According to the CDC suicide is the third leading cause of death of youth

between the ages of 10 and 24. It results in approximately **4400** lives lost each year. Deaths from

 youth suicide are only part of the problem. More young people survive suicide attempts than

actually die.

It is estimated that 160,000 children miss school every day due to fear of attack or intimidation by

other students. Source: National Education Association. American schools harbor approximately

 2.1 million bullies and 2.7 million of their victims.

The above statistical data is a prime example of THE SOCIAL MEDIA PERSONA which is

described in the Triple Conscious Theory. Liev Schreiber (Hollywood Actress) once stated that, "

the private persona and the public persona shall never meet " and she is correct. People often try

hide who they really are to the general public because most people like privacy. Although this

may seem to be the right avenue to take...it isn't. The end result is that many people live with

contradictions.

The problem becomes even more serious when the third persona of TCT (TRIPLE CONSCIOUS

THEORY) is added into the equation. There's a wide range of modern technology available to the

masses. The Triple Conscious Theory seems to gain more and more credibility as people tend to

focus more on the social persona, to the point of addiction. The term Social Media Addiction is becoming a global phenomenon.

Addiction by itself is defined by a compulsive behavior to do certain things, and that leads to a wide range of negative effects on the individual performing them. In the context of social networking, addiction would be regarded as the compulsion to abuse of social media by using it excessively.

This disorder has been regarded as "Internet Addiction Disorder," a phenomenon that people started to write about for the first time in the 1990s. Researchers theorized that the Internet would grow to affect people's personal lives, work, and student's performance in school. Now, over two decades later, people are debating whether social networking addiction should be considered a serious illness.

This is also the motivation behind several studies that aim to prove the effect of social networking on both mental and physical health of users around the globe. A research study was conducted by a team of researchers supervised by Wilhelm Hofmann of Chicago University's Booth Business School.

In this experiment, these researchers used Blackberry's (cell phones), to test the willpower of 205 people aged between 18 and 85, in and around the German city of Würtzburg, to resist using Twitter (a popular social media website).

The study revealed that tweeting or checking emails may be more difficult to resist than the use of cigarettes and alcohol. Furthermore, they claimed that while the need for sleep and sex may be

stronger urges, people are more likely to give in to longings or cravings to use social and other media .

Another research studying the impact of social media on emotions shows that people devote about 30–40% of all speech to talking about themselves. While using social media people tend to boast about how perfect their lives may appear. Most of this boasting is fictitious as people have a tendency to hide their realities. Usually this is conveyed through postings and are often not spoken. The main reason for this is because socializing in person demands more emotional and physical interaction. People have tendencies of comparing lives- which causes psychological discomfort and insecurity in users.

Schools in many western countries have had to take drastic action with the ban of smart-phones, iPad's and most portable devices from school premises. Other learning institutions in other parts of the World use these devices for educational purposes and as a rewards system for their students. The Triple Conscious Theory exists whether people believe in this theory or not.......it is REAL.

Reference:

AACAP. (2014). Retrieved from American Academy of Child and Adolescent Psychiatry: https://www.aacap.org/AACAP/Families_and_Youth/Facts_for_Families/Facts_for_Families_Pages/Children_and_So cial_Networking_100.aspx

Bertrand, J. N. (2012-2017). Retrieved from Pioneering The Social Media Awareness Industry: http://www.theglobaltouchfoundation.org

McGillivray, N. (2015, October 12). What Are the Effects of Social Media on Youth? Retrieved from Turbo Future: https://turbofuture.com/internet/effects-of-social-media-on-our-youth

Ramasubbu, S. (2016, May 26). Influence of Social Media on Teenagers. Retrieved from Huffington Post: http://www.huffingtonpost.com/suren-ramasubbu/influence-of-social-media-on-teenagers_b_7427740.html

Social Media, Social Life: How Teens View Their Digital Lives. (2012). Common Sense Media Research Study .

Bharath, V. (2013). Journalists Discuss Impact of Social Media on Recent Coverage. http://www.thecrimson.com/article/2013/5/2/nieman-marathon-media/.

COACH, I. (2017). SOCIAL MEDIA CAN HURT IN COLLEGE ADMISSIONS TOO. https://www.ivycoach.com/the-ivy-coach-blog/category/college-social-media/.

Katzman, A. (2015). Perfecting Social Media Presence for College Admissions. https://www.ivywise.com/ivywise-knowledgebase/newsletter/article/perfecting-social-media-presence-for-college-ssions/.

Somers, D. (2017). Do Colleges Look at Your Social Media Accounts? https://www.usnews.com/education/best-colleges/articles/2017-02-10/colleges-really-are-looking-at-your-social-media-accounts.