

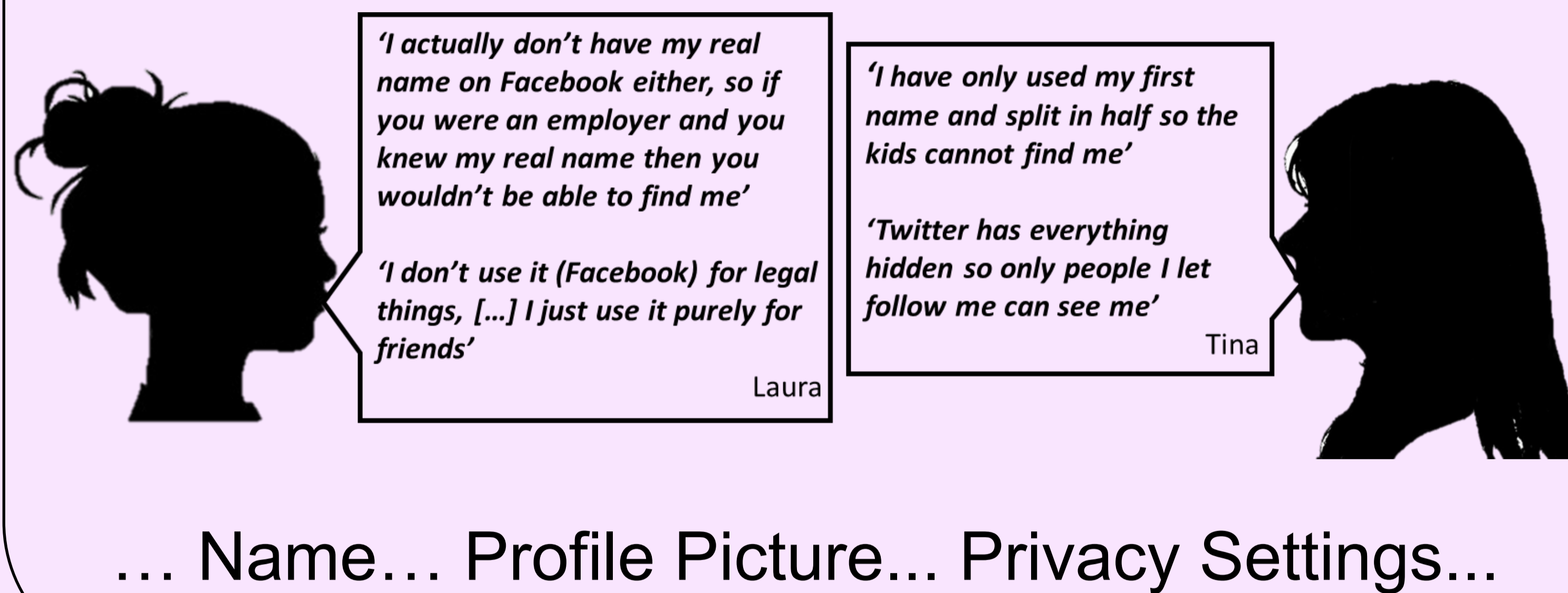
How is Professionalism Maintained in a Digital Society?

In light of the vast expansion and ongoing reliance on technology as a form of communication and expression in contemporary society, this research considers the implications surveillance brings to the professional in a digital society. It explores how these implications inherently force professionals to adopt self-censorship practices and how this protects their digital footprint

Aim

To explore the practices newly qualified professionals currently utilise in order to maintain professionalism in a digital society

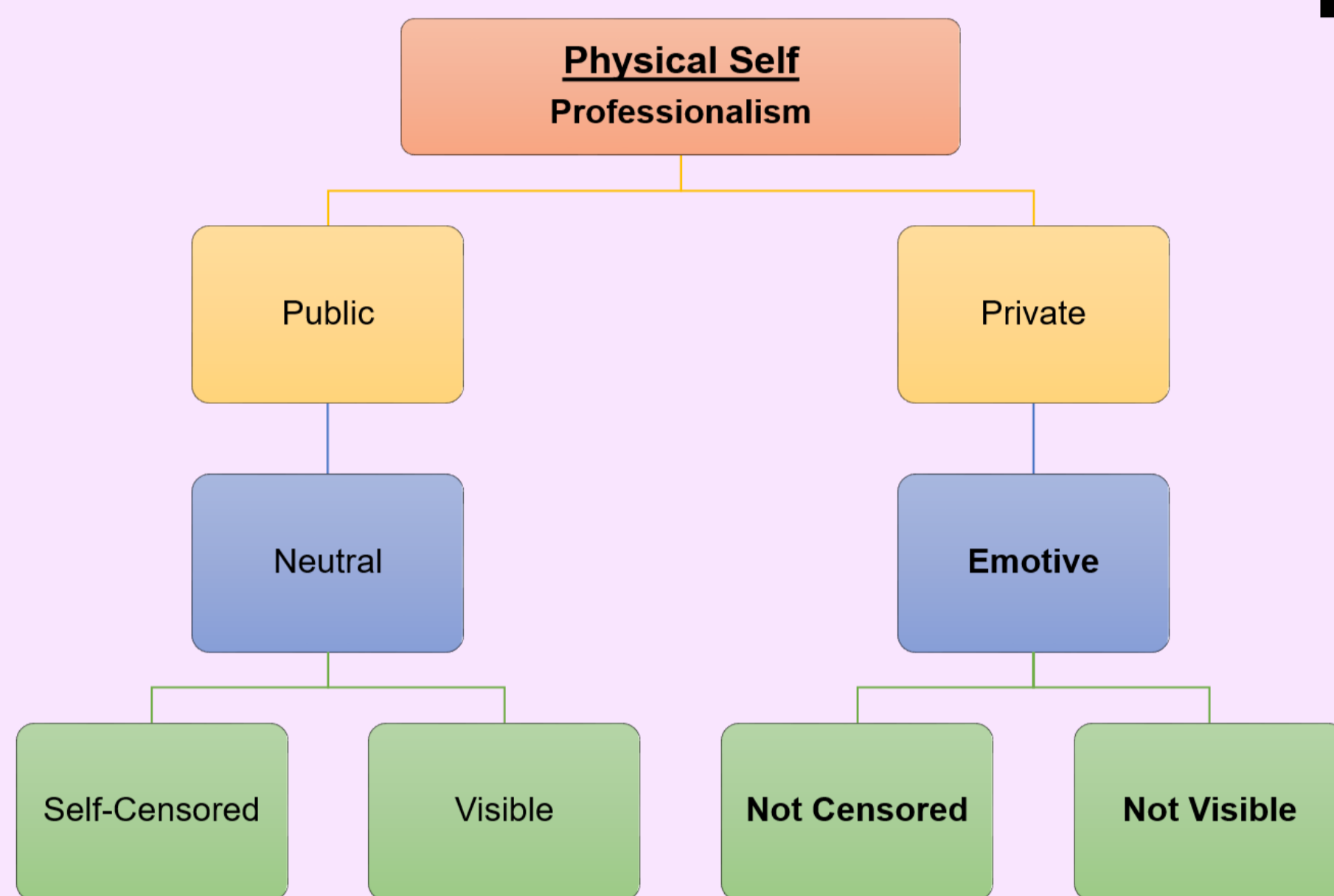
Identity Formation



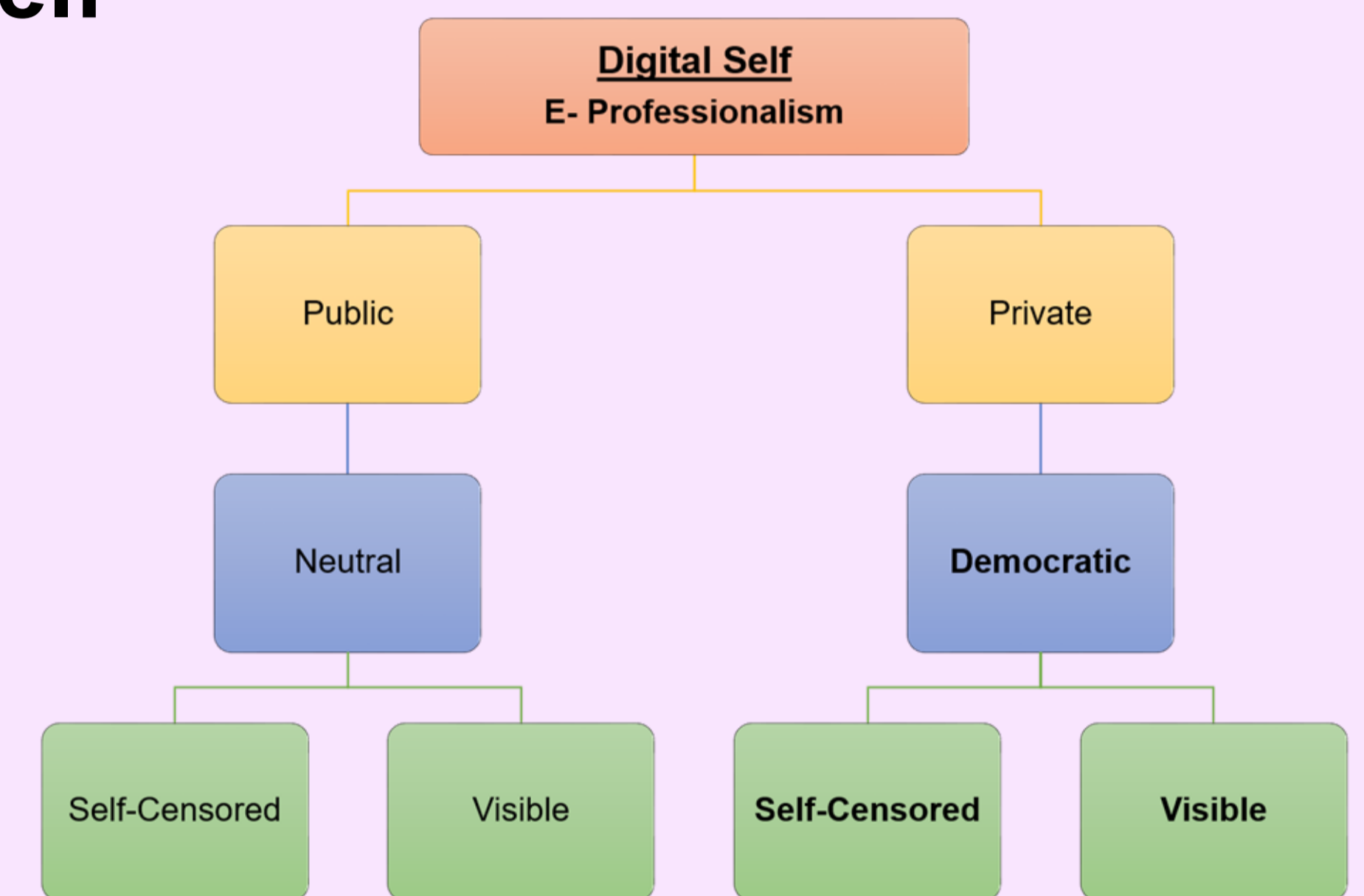
Methodology

- Semi-structured Interviews
- Participant Observation
- Digitally Recorded
- Transcribed
- Thematically Analysed

The Physical Self Vs The Digital Self



- Complementary to each other
- The Digital Self is always visible
- Digital identities can have larger audiences
- Anything posted online can be traced
- Nothing is really private online



Acceptable

- Pictures of holidays and with friends
- Opinions on world news and global issues
 - Common interests
 - Articles
 - Events
 - Non-offensive memes
- Anything informative or useful to others
 - Music videos
- Some life events (i.e. graduation)
- Engagement with interesting activities
- Anything casting character in positive light

Top Ten Tips

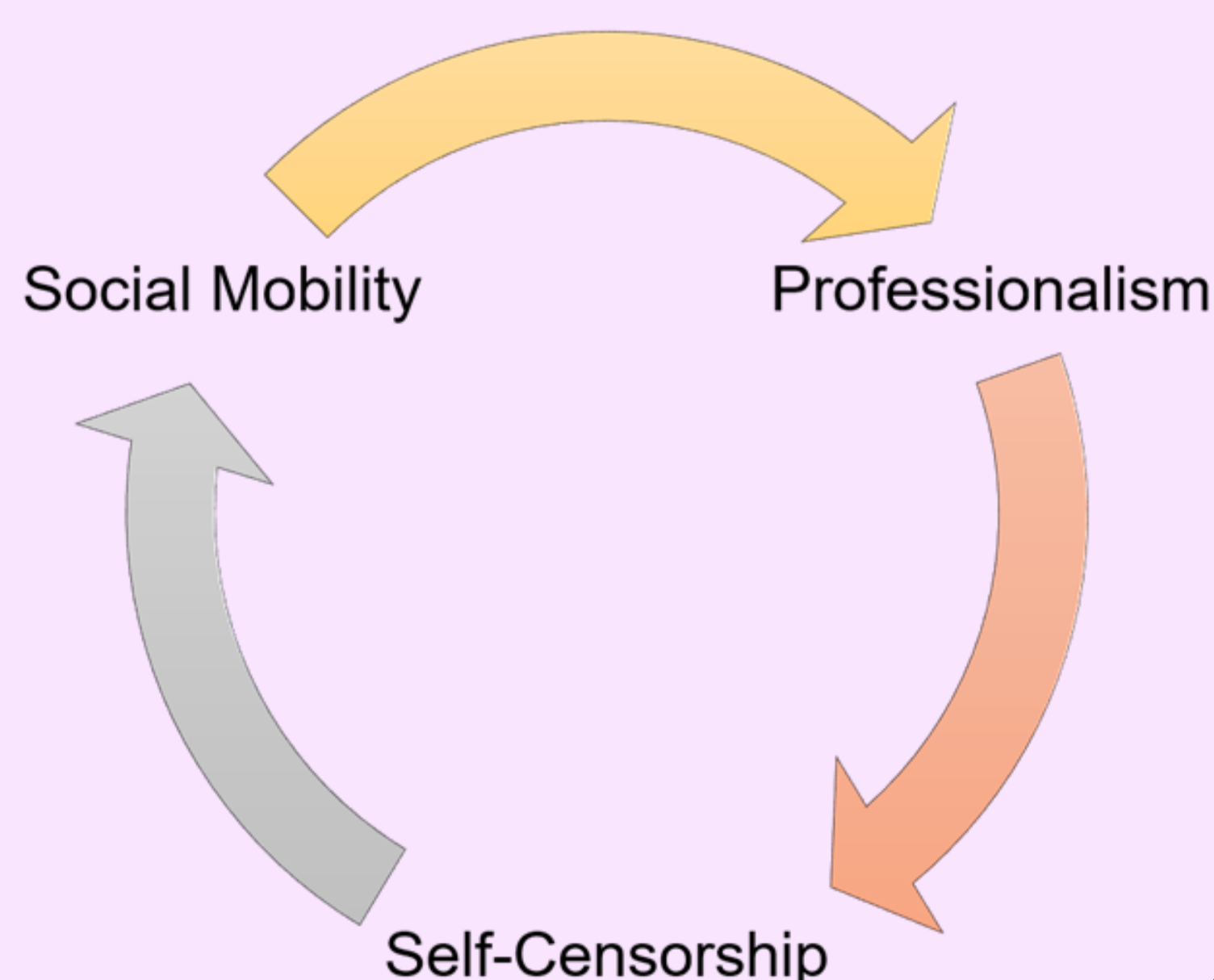
1. Utilise robust privacy settings and regularly inspect them
2. Identify all 'friends' before adding and only follow reputable people
3. Never assume you are not being surveyed online
4. If you would not say it as your physical self, do not say it as your digital self
5. If a post can be misinterpreted do not post it
6. Avoid posting controversial opinions unless justified
7. Think about the future implications of all posts
8. Do not post abusive or offensive materials
9. Do not be 'clicker-happy' with likes, shares and posts
10. Do not post images taken in a disorderly state

Unacceptable

- Ranting or whinging
- Negatively emotionally charged posts
- Anything 'personal'
 - e.g. family incidents and/or relationship breakdowns
- Images displaying compromised decision making or too expressive
 - e.g. drunk, using drugs and/or semi-clothed
- Anything 'stupid'
- Posts with bad grammar
- Cyberbullying
- Abusive or offensive language
- Sensitive information
 - e.g. addresses/ location
- Confidential information
 - e.g. anything about professional's counterparts

The Never-Ending Cycle

- Ongoing process
- Elements are all co-dependent on each other in order to be achieved
- Can result in an upward/ downward career trajectory



Professionalism is maintained in a digital society by the utilisation of self-censorship practices in the form of impression management. These practices are adopted in order to prevent the professional's integrity, career trajectory and resulting social mobility from being inhibited in a capitalist driven society

Key Literature: Goffman E, (1990). *The Presentation of Self in Everyday Life*. Lupton D, (2014). *Digital Sociology*. The University of Edinburgh, (2015). *Managing your Digital Footprint*. Bauman Z and Lyon D, (2013). *Liquid Surveillance: a Conversation*.