

Behind the Splendor of Big Data-The Problem of Youth Identity Construction in the Era of Big Data

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Abstract: Data represents value in the age of big data. Teens are easily impacted by popular aesthetics when forming their identities. Due to fragmented knowledge, teenagers struggle to develop a complete knowledge system to establish their identities. They are also enslaved by network traffic and data, producing identities that conform to the aesthetics of others.

Keywords: Big Data, self-identity, teenager, psychology, social problem

1. Introduction

Jacques Lacan, a psychoanalyst, noted that the self-identification process of the subject includes the "objectification of the self," beginning with children's identification with the image in the mirror stage: "Mirror makes the self place its factors in the direction of fiction before it is determined by society... The subject acquires in advance the sense of maturity of its own abilities through the complete form of the body in the mirror, which is obtained through the process of looking at oneself in the mirror." Thus, in the process of self-cognition, we have external reference or external identifying objects. I own a "dissimulation identity" because "I" am composed of the opinions of others. Since different cultural orders define distinct desires, different cultures have diverse desires. People choose to adopt a specific social and cultural order because they expect identification from society, which leads to the formation of a subject identity. However, subject separation will occur if the social culture we engage with is insufficient, faulty, or unstable. This is due to the fact that our identity formation will be misaligned, and our self-identity may be adversarial and contradictory. Even more frightening is the fact that some people never even complete the process of establishing their identities because they are unable of identifying their own place and cultural identity within society.

2. Mainbody

2.1. Anxiety about One's Appearance and Body Figure

Data has the right to speak in the big data era. People choose to trust in the objective value exhibited by data and support the aesthetic appreciation held by the public because of its variety and sources, enormous volume of data analysis, and truthfulness veracity [1-3], which is closely tied to the real world. Big data's era is one in which data is traffic and traffic are value. Body image is currently the internet's most recognizable illustration of widespread aesthetic convergence. Everyone enjoys the feminine shape with a narrow waist and large hips, whether they are from the east or the west, as it

strongly evokes sexual tension and appeals to the male aesthetic. At first, lovely girls with beautiful bodies began posting images of their bodies online and gained the consensus of many people's aesthetics, which resulted in a large number of views. Therefore, the phenomenon "simply record a video and be applauded by many people" will inflate the egos among all service users. Because we are all wanting to be noticed by others and the society, we will adopt the appearance that the society prefers in order to acquire a sense of self. This is followed by an influx of celebrities with similar bodies on the Internet, who fabricate their bodies in order to obtain fame. As previously stated, data generates value, and when a corporation identifies an opportunity, it will create products such as diet pills or butt lifting leggings. More and more individuals are indoctrinated by advertising and traffic and begin to purchase these things in order to have a good body, show a good figure, and get public recognition. In this way, the flow has completed a closed loop, and the public aesthetic's position is secure. It is similar to a black hole in that it attracts many young people who are still attempting to build stable ideals, labeling their features as being different. Although the value of a single data set is comparable to a drop of water [4], the impact of data sets is comparable to an ocean wave. When the mainstream aesthetic becomes the most important criterion for judging beauty, the figure that does not adhere to the mainstream aesthetic will be derided and even denigrated, and teenagers will be particularly self-conscious and suffer from body anxiety. Because they cannot be accepted by others, they are unable to develop an identity inside the society of social network [5].

2.2. Fragmented Information Makes It Challenging to Construct a Comprehensive Ideological System

In the age of big data, fragmented information acquisition will encourage fragmented thinking. With the wide use of mobile phones, e-books, mobile networks, and other new media, individuals in the modern period adapt to the incomplete and intermittent reading pattern and tolerate fragmented knowledge in comparison to integrated reading [6]. In the era of big data, with the deep application and promotion of emerging network technologies such as cloud computing and mobile Internet, a vast amount of network resources are constantly "dismembered" and "reconstructed," and the fragmented thinking mode also presents some new trends in development. Fragmented thinking involves the process of "denaturalize" or "denormalize" [7]. In the era of big data, with the help of the new generation of information technology, smart phones, mobile networks, and other electronic terminals, massive amounts of information can be received at any time and from any location, making it appear that all information is easily accessible and that acquiring knowledge is effortless. We have not methodically studied and mastered a vast amount of fragmented Internet-obtained material, which is a sad fact. Therefore, this knowledge is easily forgotten, disorganized, and incomplete, and cannot contribute to the formation of a comprehensive knowledge system. You ultimately feel as though you know everything, but you actually know nothing. This knowledge is too scattered to attempt, let alone use in the real world. Then why are individuals so interested with accumulating fragmented knowledge? I find this presentation of learning in the era of big data to be sloppy and hasty. When we get fragmented knowledge and swiftly comprehend its content, we feel as if we have done a task quickly. A further piece of knowledge has substantially improved our optical acuity. This allows us to achieve satisfaction. People opt for short-term and immediate gratification over methodically acquiring knowledge because truly beneficial and systematic learning requires time and effort, and only after a period of accumulation can we observe a qualitative shift. Unwilling to accumulate and unwilling to wait, such a learning approach exemplifies the Internet era's laziness and impatience. Obviously, if people accept fragmented knowledge for an extended period of time without systematic learning and accumulation, they will not be able to construct their own knowledge system or have systematic ideas. People are impulsive, their thoughts lack coherence, and it is easy to be affected by the thoughts of others; this, combined with the fragmented information that bombards them from

multiple angles, makes it more difficult for them to construct a stable self-identity.

2.3. Dissimilation of Individuals

The web platform will likely to provide you with the most famous videos based on big data if you are just launching an app. Big data information is extremely instructive for a new platform user and an adolescent who is still building their values. It is a means of communicating what the society accepts and what you must do to be accepted by the society. To win traffic, one must produce popular content, which is the dissemination of things to individuals. People employ several popular memes and memes when speaking online, scattering these elements to create a landscape for others to view. Landscape is not a collection of images, but rather a social relationship between individuals, and this relationship is mediated by visuals [8]. People can only use memes to attract the attention of others and fashionable vocabulary to communicate. In such a circumstance, it appears that people are playing jokes, but in reality, they are the jokes being played. These memes are not original because there is a template for such trend. Consequently, social interaction becomes a landscape template as a result of the template mediation of memes. Here, the subject self is merely an image. To attract attention, individuals need only perform the correct gestures on the template. These covers entice individuals to wear them, trapping them in a state of passivity [9]. People are manipulated and played as puppets by traffic. The essence of the skin is a deception of the ego. On the Internet, it is not required to comprehend a person's soul. Only a skin, or a template, can get people's respect. When people are exclusively attracted to and concerned with their own appearances, they lose their souls and become slaves to the current. Worst of all is that we are not humiliated. The feeling of shame results from being treated like an object; but, if we spontaneously treat ourselves as an object, we lose the humiliating feeling of being enslaved by the flow. Under the aesthetic assessment of the public, individuals develop their identities, which are destined for assimilation. With the rapid expansion of the Internet, people's positions and identities are also shifting. How do we construct a stable self identity?

3. Conclusion

The era background of big data will give rise to the extensive dissemination of fragmented information, which makes the social and cultural dissemination messy and one-sided. This will make it difficult for people to construct their own complete ideological system, unable to construct and identify their own identity. Big data also reinforces the value of click-through rates and views, promoting universalization and popularization as treasures. This will lead some people to only consider the flow and not pay attention to the connotation, will only blindly imitate and ignore the importance of the creative spirit of the core. At the very least, a single aesthetic can lead to anxiety about appearance, body shape and identity denial. To put it more broadly, people will be alienated if they blindly put themselves into the popular template by playing jokes. These are all serious problems in the era of big data. At first, attractive women with well shaped bodies started to share images of their bodies on the Internet and gained the approval of many people's aesthetics, which received a lot of likes. Therefore, the phenomena that appears to say "simply film a video and be applauded by many people" would boost everyone's ego. Each of us strives to be recognized by others and the society, thus we will shape ourselves into the appearance that the society values in order to have a sense of identity. Following this, a deluge of famous people with comparable bodies appears on the Internet, creating their bodies to appeal to the general public in an effort to obtain attention.

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