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COMM 2450
October 27th, 2020
Psych 2 Assignment

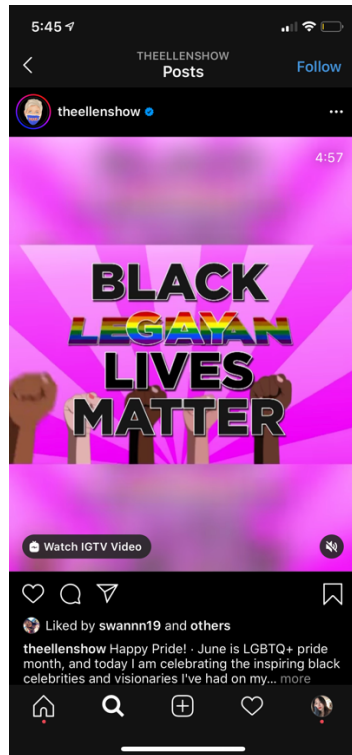
I'm Impressed: Analyzing Ellen's Social Media Persona

Ellen DeGeneres is a well-known, American comedian and television host most widely known for her talk show, The Ellen DeGeneres Show, which has been airing since 2003. On Ellen's Instagram and YouTube pages, she portrays herself as kind-hearted, generous, funny, and open-minded personality. Recently however, Ellen has been under media fire because of controversy surrounding an allegedly toxic workplace, harassment, and misconduct. Soon after, people were able to find videos and testimonies from staff and celebrities demonstrating their resentment towards the TV show host Ellen's recent controversy. This demonstrates that while Ellen seeks to make a positive impression through her social media platform, she may not be successful in accomplishing this due to the disparity in cues given and cues given off.

Because Ellen's career centers around a need to be liked by the general public so that she can attract viewers, it makes sense for her social media posts to promote content that represents this image. Her social media is an outlet for her to work on her **self-presentation**, the process in which people use statements, behaviors, or strategies to convey an impression to others that is beneficial to their interests. The mechanism she uses to strategically cater her posts is known as **selective self-presentation**, in which a person presents only the cues that support their desired impression. In this case, Ellen is using her social media posts to convey only positive traits about herself in order to maintain her good media standing and TV show popularity. The posts themselves serve as **warrants**, which are ways of demonstrating or justifying that a claim about oneself is true. In other words, they serve as proof or evidence to back up a claim. The statements she makes about her charitability and fun personality are **cues given** by Ellen, or information which is intentionally selected and can be chosen to align with desirable social impressions. For example, many of her social media posts include light-hearted jokes about "being yourself" or statements demonstrating empathy towards marginalized communities. These cues are backed up by funny videos of herself dancing and laughing with her audience or donating money to charitable causes (see Exhibit A). These warrants are effective because it would be very difficult for her to fake these actions.

However, this impression has been placed under media scrutiny because new information has presented itself warranting a very different image of Ellen. These are defined as the **cues given off** by Ellen, which is information that is unintentionally emitted from an individual's presence or behavior. They serve as strong warrants because they are natural and not strategically chosen and curated by the individual. There are two types of cues given off: exterior residue and interior residue. **Exterior residue** are the cues given off about you by others, or what others say about you. For example, testimonies from staff have portrayed Ellen as rude, difficult to work with, and disrespectful. **Interior residue** are the cues given off by your own behavior. For instance, video clips from The Ellen Show demonstrate Ellen's lack of respect and empathy towards certain celebrities, staff, or translators (see Exhibit B). Therefore, due to the difference in the cues given by Ellen, which are carefully constructed by her and her media team to portray an amiable and kind-hearted personality, and the cues given off by Ellen, which demonstrates a disrespectful and inconsiderate side, Ellen has not been successful in maintaining the impression she attempts to make through her self-presentation.

Exhibit A: Cues given by Ellen to portray a positive impression.



Screenshot of Ellen's Instagram post celebrating Pride.



Screenshot of Ellen's Instagram post demonstrating charity through support of Planet Oat and the Sheldrick Wildlife Trust.

Exhibit B: Cues given off by Ellen which demonstrate a negative impression.



Kevin T. Porter ✓
@KevinTPorter

Right now we all need a little kindness. You know, like Ellen Degeneres always talks about! 😊❤️

She's also notoriously one of the meanest people alive

Respond to this with the most insane stories you've heard about Ellen being mean & I'll match every one w/ \$2 to [@LAFoodBank](#)

Tweet from comedian and writer/producer Kevin T. Porter which helped ignite the exposure of negative impressions.



Screenshot of an interview clip from the Ellen Show with guest Dakota Johnson, in which Johnson publicly calls Ellen out for her fakeness.