

PHILOSOPHY

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Digital double: the influence of online identity on personal self-perception

The article explores the phenomenon of the digital double as a key element of contemporary digital culture. It examines the evolution of this concept from a technical tool in industry to a virtual representation of the individual in the media space. Special attention is given to three main aspects of the digital double: technical, anthropomorphic, and socio-cultural. The primary focus of the study is on analyzing the influence of the digital double on self-perception and personal identity. It considers how visual platforms and image editing technologies shape new standards of beauty and normativity. The author investigates digital self-presentation, in which users strive for an idealized image. Ethical issues related to the commercialization of identity and digital legacy are also addressed. In conclusion, it is argued that the digital double has ceased to be merely a tool for self-expression, transforming into a complex socio-cultural phenomenon that requires further reflection.

Key words: digital double, digital identity, social networks, self-presentation, visual culture, authenticity, digital legacy.

June 18, 2025