

# **Youth Digital Resilience (YDR) Model: Linking Social Media Self-Presentation to Digital Resilience within a Socio-Ecological Perspective**

Ofrit Kol<sup>a\*</sup>, Tali Te'eni-Harari<sup>b</sup>, and Keren Eyal<sup>c</sup>

<sup>a</sup> School of Communication, Ariel University, Ariel, Israel; <sup>b</sup> Business School, Peres Academic Center, Rehovot, Israel; <sup>c</sup> Sammy Ofer School of Communications, Reichman University, Herzliya, Israel

\*Corresponding address: Ofrit Kol, School of Communication, Ariel University, Ariel 40700, Israel. [ofritk@ariel.ac.il](mailto:ofritk@ariel.ac.il)

## **Abstract**

This theoretical article presents the Youth Digital Resilience (YDR) Model, which innovatively places the focus on youth's social media experiences by linking the newly conceptualized construct of digital resilience with social media self-presentation, a central activity for young people today. Situating this relationship within a socio-ecological perspective, emphasizes youth real-world contexts, including the important roles of parents, peers, the community, and self-identity development in youth digital lives. The YDR Model is theoretically inspired by self-presentation theory, which highlights individuals' management of their public self-image to create a favorable impression and garner social support, which is extended here to the digital context. The model is theoretically discussed, graphically presented, and its propositioned direct and indirect links are explained. The model's theoretical, empirical, and practical contributions are discussed.